JANUARY 16, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit 2, Michigan

TECHNOLOGY DEPT.

LIBRARY
JAN 22 1945

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO has its own War Correspondents!

When Iowa people tune to their favorite war correspondents, on their favorite station, they hear broadcasts that were written and spoken *for Iowa people*, by WHO staff-members, then short-waved directly to WHO for re-broadcast!

First our Herb Plambeck, WHO's enthusiastic Farm Editor, went to England last year and started the ball rolling. Today our Jack Shelly is covering the European theatre, and our Major Frank F. Miles is covering the Italian theatre—with broadcasts coming in every day or so!

Sure, it means a lot more work for us here at home, and a good load of expense, too. The results are more than worth it, however, because it gives millions of Iowa Plus people a better, closer picture of the War, and the part they can play in backing the War effort.

It also gives you a better audience, because it's *another reason why Iowa people prefer WHO.*

WHO *for* Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, *President* J. O. Maland, *Manager*

FREE & PETERS, *Inc.*, *National Representatives*

IN THIS ISSUE: FCC SPECTRUM-WIDE ALLOCATIONS

XUM

WKY's Bond-Selling

TELEVISION SHOW

Fascinates record crowds in 19 Oklahoma towns!

TELEVISION, to more than 120,000,000 persons in the United States, is still something they have only read about; 120,000,000 Americans have never seen television.

The people of Oklahoma, however, have had two opportunities in recent years to see television in action; both were sponsored by WKY. With the exception of the few areas in which television is now on the air, more persons in Oklahoma today have seen television in the flesh than in any other state in the Union.

WKY sponsored its first television show in Oklahoma City five years ago. Fifty thousand persons saw this demonstration in five days.

Last November, WKY took its second Television Show on a tour of 19 Oklahoma towns, played 31 performances in 23 days to 41,000 persons who bought War Bonds to gain admission. Two standard RCA television receivers reproduced the action picked up by the television camera on the stage.

Listeners have come to expect WKY to lead the way in improving service and introducing new transmission techniques in Oklahoma.

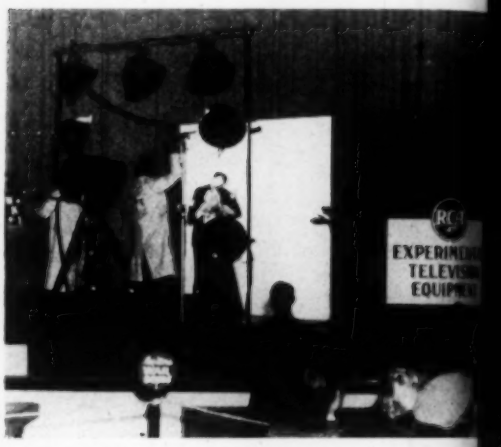
One of the prime purposes of the tour, in addition to boosting the Sixth War Loan and giving Oklahomans a peak at television, was the introduction of WKY's new quarter-million dollar transmitter with its unique 915-foot antenna, on display in scale model.

With this new transmitter in operation, WKY will reach out to make more Oklahomans familiar with and regular listeners to its programs than ever before.

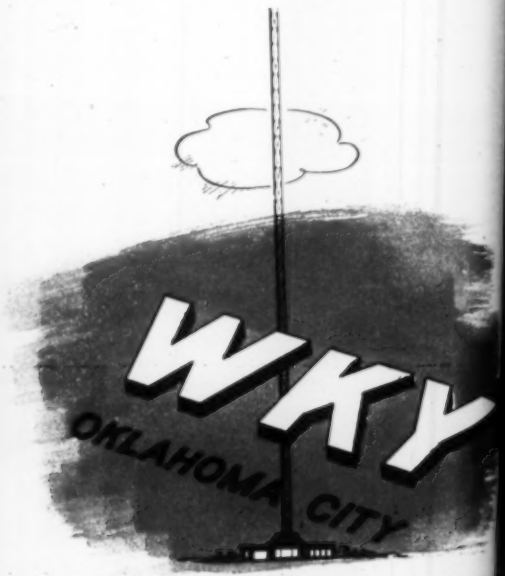
Twenty-five years of continuously improving its service and facilities have established WKY firmly in the esteem and listening habits of Oklahomans. That's why when Oklahomans think of radio, they invariably think of WKY.

WKY'S TELEVISION CARAVAN carried a staff of 17 persons including talent, engineers, stage hands, drivers and publicity men. The caravan is shown here at the start of the 23-day tour in front of Oklahoma's State Capitol.

THE MAGIC WORD "TELEVISION" brought capac crowds to high school and municipal auditoriums along the 19-town itinerary. Two shows were necessa in many of the towns to accommodate the eager crow At Altus, above, the new Municipal auditorium ov flowed for the first time.



AN HOUR-LONG SHOW featuring Roberta Hollywood, "T Lady of Television"; Sidney R. Montague, former Nort Canadian Mountie, world traveler and lecturer; Wiley and G longtime favorite comedy team of WKY listeners; and celebrities were televised from the stage and viewed by the a ence in two standard RCA Television receivers located at tegic points in the auditorium.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING C
The Daily Oklahoman and Times - The Farmer-Stockm
KVOR, Colorado Springs - KLZ, Denver (Affiliated Ma
REPRESENTED NATIONALLY BY THE KATZ AGENCY, I

XUM

Something Worth Hearing

Well planned and produced programs are the basis of a station's popularity. No one is more aware of this than WAGA's program and production departments.

WAGA not only gives its listeners *something worth hearing*, but it has the *power to be heard*—in the right places. More than that, it gives its programs the support of aggressive *audience-building promotion*.

Proof of the success of this combination is in the fact that no other Atlanta station has made such progress in popularity during the past two years.

WAGA

ATLANTA

5000 Watts on 590 Kcs. • Blue Network • Represented by Headley-Reed

hed every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

MAKING TRANSCRIPTION HISTORY

"Pleasure Parade"

THE BRILLIANT NEW MUSICAL SHOW!

78 THRILLING QUARTER-HOURS TRANSCRIBED

★ KAY LORRAINE
OF "HIT PARADE" FAME, BEAUTEOUS BALLAD SINGER

★ BOB KENNEDY
ROMANTIC SINGING STAR FROM THE ORIGINAL CAST OF "OKLAHOMA"

★ JIMMY WALLINGTON
EMCEES PLEASURE PARADE IN FAST AND FUNNY PACE

★ THE MODERNAIRES AND PAULA KELLY
TOP FLIGHT SINGERS OF HIT SONGS
ONE OF RADIO'S GREAT VOCAL COMBINATIONS

★ BRILLIANT ARRANGEMENTS
FEATURED BY IRVING MILLER AND HIS GREAT RECORDING ORCHESTRA

NOW READY FOR SPONSORSHIP

Frederic W. ZIV Company

2436 READING ROAD
CINCINNATI, OHIO

NEW YORK HOLLYWOOD

INTENSIVE MERCHANDISING SUPPORT FOR WIBC ADVERTISERS...

THE INDIANAPOLIS NEWS
WAR'S DECISIVE BATTLE MAY BE UNDERWAY ON WESTERN FRONT

As could be expected, under the new and aggressive operation by Indiana's leading newspaper, this radio station is really "going places" in one of the nation's richest markets.

Our new policy of alert and intensive merchandising cooperation should interest agencies and national advertisers alike. Write for details.

Now Owned and Operated by the INDIANAPOLIS NEWS

A Clear Channel • 1070 KILOCYCLES • 5000 WATTS
Represented nationally by John Blair & Co.

A Mutual Station **WIBC**

INDIANAPOLIS, INDIANA

Starting at 5 a.m. with WWL's Farm Program

Speed up at 7:30 with WWL's "Dawn Busters"

Folks turn first to—WWL NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

FCC Announces Allocation Proposals 13
Citizens Walkie-Talkie Proposed 13
Shorter Air Time Periods —By Joseph R. Spadea 14
Video as Retail Medium NRDGA Feature 14
NBC Station Group Names Shafto 14
Rigid Construction Freeze Imminent 15
Porter Confirmation Expected This Week 15
Budget Presages Domestic Expansion 20
CAB Report Reveals Gains in Net Shows 22
4 AM, 5 FM Applications Filed 28
FTC 1944 Actions About Same as '43 30
Federated Stores Name Hirschmann 32
Erwin, Wasey Tops MBS Billings 34
Gross Blue Income Up 66.3% 52
Radio Manpower Prospects Favorable 57
Chappell Finds Higher Sets-in-Use Index 58
Radio Retail Role Presented NRDGA 59
FCC Study Shows Income Gain for Nets 69
NAB District Meetings Will Be Held 72
Net Income Basis for BMB Rates 74

DEPARTMENTS

Advertisers 50
Agencies 46
At Deadline 10
Behind the Mike 44
Business of Bcstg. 56
Control Room 71
Editorial 40
FCC Actions 70
Network Accts. 71
Our Respects To 40
Personal Notes 42
Purely Programs 54
Sellers of Sales 10
Sid Hix 74

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

WASHINGTON: J. Frank Beatty, *Managing Editor;* Bill Bailey, *Associate Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Gilbert Gardner, Sidney Shelley, Norma Pugliese, Jerry Posey.

NEW YORK: Bruce Robertson, *New York Editor;* Helen House, Thor Krogh.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy Young.

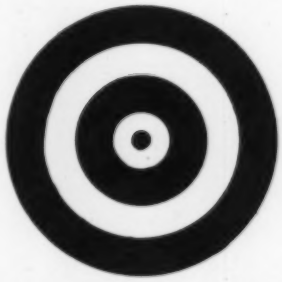
ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtropltn. 1022
NEW YORK: 250 Park Ave. Plaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. Elgin 0271.

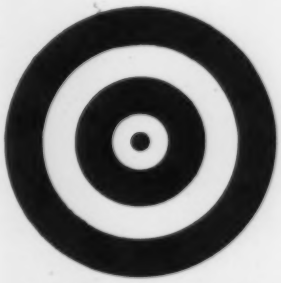
Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

HIT THE WSIX BULL'S EYES IN THE HEART OF THE NASHVILLE MARKET



NO WASTE COVERAGE



LARGE AUDIENCE

LOW UNIT COST

Shoot the full load in a concentrated pattern. Don't scatter your shot into the far-distant lesser populated sections. WSIX with its 5,000 Watts on 980 kc. has plenty of power to cover the well-to-do, active Nashville, Middle Tennessee and Southern Kentucky market. This coverage dished out with choice programs from both the Blue and Mutual Networks, has resulted in securing for WSIX the largest all-day listening audience in Nashville—plus satisfactory sales response—plus low unit sales cost for its many loyal advertisers. For more information write or wire

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

5,000 WATTS

980 KC

Blue

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

Mutual

...WMAQ at 6:15 AM

Sears Roebuck and Company, world's largest mail order house, wanted to reach the urban and outlying families in the great Chicago market. They wanted to enter the homes of the second richest buying center in the United States where 2,855,700 families spend over $3,500,000,000 annually.

Sears Roebuck and Company, being astute advertisers, carefully surveyed the listening habits of the early rising radio audience before making their choice. The result—a long term contract favoring WMAQ. Sears is sponsoring Everett Mitchell on "Town and Farm", 6:15 to 6:45 in the morning, six days a week.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

WMAQ
CHICAGO

The Chicago station most people listen to most

670 ON YOUR DIAL

REPRESENTED BY NBC SPOT SALES

NBC
A Service of Radio Corporation of America

TELEVISION

Quiz

FOR PROSPECTIVE STATION OWNERS

1. What firm's pioneering development of the Cathode-ray Tube (the heart of a television set) gave television its first *clear* pictures... and made television commercially possible?

2. What manufacturer's national advertising—for more than a year—has been devoted to answering the public's eager questions about television?

3. What company designed and built 3 of the 9 television stations on the air today (more than any other company)?

4. What firm's extensive experience in television station design, construction and operation has set a pattern for profitable management of an average-size station?

5. What manufacturer's experimental station telecasting equipment provided a week-in-week-out demonstration of low operating cost and rugged dependability since the summer of 1940?

6. What firm's strong patent position assures clients of exclusive and important features not matched by other companies' television station equipment?

7. What company's experimental television station was the first to offer the use of its facilities during wartime to advertisers and advertising agencies to develop commercial techniques... and to provide experienced directors, writers and talent for television's inevitably-swift postwar expansion?

8. What manufacturer has provided a plan to instruct operating executives and technical crews, which will insure the efficient commercial operation of your postwar station?

9. What firm's telecasting equipment is rated "tops" in signal transmitting efficiency and effectiveness... and in installation and operating economies?

***The one-word answer to all these questions is:* DuMONT**

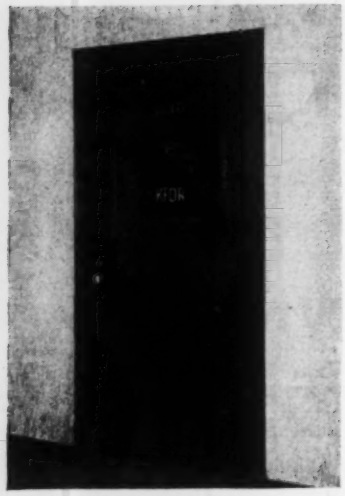
A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation...and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. DuMont Laboratories, Inc.

DUMONT *Precision Electronics and Television*

ALLEN B. DuMONT LABORATORIES, INC., OFFICES AND PLANT, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

BEHIND THIS DOOR



IS

OPPORTUNITY FOR ADVERTISERS

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

KFOR.....46.25
Station "A"...29.4
Station "B"...19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station" LINCOLN Nebraska

Blue and Mutual Networks

At Deadline . . .

FERRY-MORSE SEED Co. Feb. 2 starts sponsorship of *Garden Gate*, WLAC Nashville show, on 81 CBS stations Saturday, 8:15-8:30 a.m. CWT. Program has been on network sustaining basis for four years. Agency is McManus, John & Adams, Detroit.

H. W. KASTOR & SONS announce the election of H. Kastor Kahn, grandson of the founder and agency manager for four years, as president. Mr. Kahn has appointed an administrative committee composed of V. T. Mertz, executive vice-president and Ruth F. Farquhar, Harold Merillat, and J. H. Wright, vice-presidents.

BENRUS WATCH Co., holding a postwar sales conference of more than 400 jewelers in New York Friday, announced the decision of a national survey of the jewelers to continue use of radio for the bulk of national advertising. The jewelers also voted five to one for frequent time announcements rather than a network program.

REP. EDWARD J. HART (D-N. J.), former member of the House Select Committee to Investigate the FCC, late Friday was named chairman of the newly-created permanent House Committee on Un-American Activities, by the Democratic Committee on Committees, subject to ratification by a caucus of House Democrats.

WURLITZER Co., Chicago, begins sponsorship Jan. 22 of a spot campaign on 21 stations in eastern and central markets. Contract, for 13 weeks, placed by Schwimmer & Scott, Chicago.

SELLERS of SALES

MOST important "Good Deed" Boy Scout Martin Weinstein ever did was starting the program *On the Scouting Trail* on KECA in 1940. That deed got him started in radio, and still writing the series, Martin has moved along to the position of timebuyer for the Mayers Co., Los Angeles.

When Martin began the scout program, he was head of public relations for the Boy Scouts in the Los Angeles area. After one year the program shifted to KFI where it still holds down a weekly spot. After Martin got this taste of radio, he couldn't get away from it.

He wrote Philip G. Lasky, general manager of KROW Oakland and told him he wanted to learn radio. Mr. Lasky gave him a job as publicity director of the station. After eight months with KROW, he joined Hillman-Shane-Breyer, Los Angeles agency, as radio writer.

In the summer of 1943 he shifted to the Mayers Co. After serving as copywriter both in black and white and radio media, he was made agency timebuyer in October 1944.

MARTIN

Martin buys time for The Pennzoil Co. in the western states, Southern California Telephone Co., Sears Roebuck & Co., and other accounts. In addition to timebuying, he supervises all creative radio of the agency, including copywriting as well as production.

Martin was born in New York—the date was Nov. 6, 1921—and moved with his family to Piedmont, Cal. in 1932. He spent two years at the U. of California where he was night editor of *The Daily Bruin*, and head of radio activities of the Associated Students. Majoring in journalism and music, he also played in the college band and symphony orchestra. On completion of his second year of college, he got a job in a local packing plant. The job lasted four months.

His chief hobby remains his work with the Boy Scouts, of which he is now a commissioner. When there is time left over, Martin practices piano, clarinet or drums. Once when his alma mater was short a musician, he went back to help fill out the Bruin band.

He's blond, five feet five, with brown eyes and weighs in at 172.

Sell with WDEL

Wilmington Delaware

NBC Basic Station

5000 WATTS DAY and NIGHT

Represented by RAYMER

Programs Built by WLAC Attract Highly Responsive Listening

CHILDREN ANALYZE THE NEWS 'Teen age boys and girls do a sensational job of news analysis for a local shoe store. Sponsor is pleased with steady flow of new customers program recruits.

The combination of heavy fan mail and direct sales proves the popularity and pulling power of the station that serves as a "Gateway To The Rich Tennessee Valley".

THE FAIRFIELD FOUR This colored quartet was the basis for WLAC's sale of over $40,000 worth of vitamin orders in 52 weeks. Their mail shows an intense 12-state coverage.

WLAC

50,000 WATTS ★ NASHVILLE
CBS AFFILIATE

VIRGINIA MANSELL
Feminine M.C. for two local department store programs. Sponsor gets ready sales on items included in her fashion hints.

OLD DIRT DOBBER
Sponsored locally for ten years. In four years on CBS his fan mail totals into the millions.

TEXAS DAISY
Yodeling cowgirl whose personal appearances (broadcast) in local clothing store packs 'em in every day.

HERMAN GRIZZARD
Emcee for WLAC's "Daybreak In The Barnyard", a 5:00-6:00 A.M. program that draws over 2,000 mailing pieces per week.

MARY E. HICKS
Whose "To Have And To Hold" organ program (15 minutes) pulls over 50 "Wedding Anniversary" letters per broadcast.

JACK MINTON
Exclusive men's store official and Nashville's leading style authority has greatly increased store traffic through his twice-weekly "Style Talks for Men".

CONNIE TAYLOR
The third "Paramount Show Girl" to serve WLAC in 11 years of program sponsorship. Response to ticket offers often swamp switchboard.

Represented By
The Paul H. Raymer Company

"Don't jump, Thistlewaite—we'll move right next to the F&P office!"

● It's hardly any exaggeration at all to say that there are dozens of agencies and advertisers who consider F&P practically a department of their own organizations.

We'd like a chance to demonstrate that we can work as hard and as intelligently for you as you do for *your* clients. That's what we call "Free & Peters Service."

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 **ATLANTA:** *322 Palmer B...* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 3 | WASHINGTON, D. C., JANUARY 16, 1945 | $5.00 A YEAR—15c A COPY

Allocation Proposals Announced by FCC

FM to Move Up; Television Split; Final Decision Awaits Argument Feb. 14

By SOL TAISHOFF

SPECTRUMWIDE ALLOCATIONS above 25 mc which provide virtually unlimited space for development of new broadcast services after the war, but which compromise the proposals of both FM and television groups, were proposed Tuesday (Jan. 16) by the FCC in a unanimous tentative plan.

Exceptions to the proposed allocations, most comprehensive in radio history, may be filed within 20 days, with oral arguments scheduled beginning 10:30 a.m., Feb. 14.

FM, to the obvious chagrin of its advocates, would move up from the coveted 50 mc area to 84-102 mc, but with more than double space (90 channels as against 40) and with retention of the 200 kc channel width. Provision is made, however, to continue temporary operations postwar in the 42-44 mc band by compressing the present 50-odd licensees in that area until manufacturers are geared for the higher band production.

Dual Video System

Television would get a dual system, with 12 channels 6 mc wide in the bands ranging from 44 to 210 mc, but with the visual service to find its ultimate haven "upstairs" above 480 mc, where high definition and color would be possible. Thus, limited television service might be started as soon as war conditions permit, but with rigid requirements looking toward ultimate high definition operation.

The proposed report, it was evident, will provoke spirited opposition. This was an obvious deduction, based upon the testimony adduced at the hearings last fall and the intense feelings engendered by competing interests in their advocacies. In certain FCC quarters it had been stated that the report would not have been supported by certain Commissioners if the allocations proposed were to be final.

FM Broadcasters Inc., even before the report was issued, had called its board to meet in Washington Friday, Jan. 19. No clairvoyance is needed to deduce that there will be a storm of protest from Maj. E. H. Armstrong and his disciples for booting FM up the spectrum on grounds of interference.

Similarly, the quick start postwar television advocates are expected to protest the splitting of the television band in two, which in effect is construed as meaning two separate bands, rather than one contiguous area which can be simply engineered. Six channels are between 44 and 84 mc and six between 180 and 216 mc. The frequencies between 225 and 300 mc are assigned to Government and were deleted from the television band.

Thus, what began as a conflict between FM and television for the same portion of the spectrum (50-mc area) and between the "downstairs" and "upstairs" television advocates, may resolve into a situation where practically all of the groups will protest on one score or another. FM advocates have questioned any move of FM to the 100-mc area on the ground that it would kick over five years of active experience for an unknown quantity. They have contended that the shadow effect is worse for television in the 50-mc area than for FM.

No Standard Decision

No decision has been reached, the report said, as to the proposed single change in standard broadcasting—addition of the 540-kc channel. Reciting testimony at the hearings by witnesses regarding extension of the standard band to include 540 kc and possibly the 530 and 520-kc channels, the Commission report said: "No decision has been made at this time as to whether any of these frequencies can be made available for standard broadcast services."

It was doubted whether the 540 frequency would be assigned in the immediate future, in view of wartime conditions. In the helter-skelter effort of the FCC to complete its report, some confusion developed as to the agreement with the Interdepartment Radio Advisory Committee, made up of Government experts, on the disposition of the frequency for broadcast services, and it was indicated that consideration would be held in abeyance.

KMBC Kansas City is an applicant for the 540-kc frequency on a clear channel basis, since it now is being used in Canada for stand-

(Continued on page 66)

Late Issue

This issue is dated Tuesday, Jan. 16, instead of Monday. Because of the FCC advance release on the proposed spectrumwide allocations plan BROADCASTING held up its delivery one day, marking the first time in its weekly history that a deadline was missed, wittingly or otherwise.

'Walkie-Talkies' for Citizenry Included in Spectrum Proposal

PROVISION is made in the proposed allocations of the FCC for American citizens to have their own "walkie-talkies".

The new service, for which a 10 mc band is set aside, is called the Citizens Radiocommunication Service. The 10,000 kc band established for the service is 460-470 mc—and the FCC states in its proposal that, although other services will occupy bands on each end of this bracket, provision can be made for expansion if necessary.

Use of the service, as intended in the allocation, will find farmers in the field able to talk from tractor-to-kitchen with their wives, telling them what they want for dinner; it will permit the man of the house, driving home from the office, to call auto-to-living room to tell his wife he will be delayed.

The proposal made by the FCC recognizes some of these limitless possibilities of the medium, and adds: "The possible uses of this service are as broad as the imagination of the public and the ingenuity of equipment manufacturers can devise."

The FCC report suggests, further, "The Citizens Radiocommunication Service can be used, for example, to establish a physicians' calling service, through which a central physicians' exchange in each city can reach doctors while they are en route in their cars or otherwise not available by telephone."

The Commission proposes that such citizens' walkie-talkie service will be invaluable in locating lost hunters and mountain climbers, thus reducing the accident rate in such outdoor pursuits. The purposes which could be served during disaster, such as flood or storm which might destroy telephonic communications, are emphasized in the report.

There will be no charge for the use of the frequencies set aside for this purpose. The report specifically forbids the use of common carrier service within the band. It specifies, also, that any citizen, with or without technical knowledge, will be able to obtain a license to operate on the channel.

SPECTRUM STORIES

Lead Story 13
Citizen Service 13
Allocations to Services 16

SUMMARIES

Frequency Modulation 17
Standard Broadcasting 60
Television 60
Facsimile 62
Relay 62
International 62
Other Services 62
Noncommercial Educational 63
Discussion by FCC 64

Shorter Air Time Periods Suggested

New Clock Rationing Would Provide More Programs, Income

By JOSEPH R. SPADEA

SEVERAL MONTHS in the Army gives a fellow a lot of time to think, and in my case—as doubtless in that of most other servicemen out of the radio business—thinking was about broadcasting.

Present radio is riding a boom. Business is good and many advertisers are on the waiting list for good available periods. The scarcity of time has driven many of these advertisers to other media. To cope with this situation and establish a new trend in radio for the improvement of radio and accommodation of advertisers, plus increasing revenue for all stations and decreasing spot announcements, the following "rationing" plan is offered for the consideration of all broadcasters.

Rationing is in force for most goods during the war period. If rationing can work for newspapers and magazines, it should be applicable to radio time. Remember some 20 years ago that restaurants served a full quarter of pie for dessert. Now we get a sixth piece, or even a smaller segment, and think nothing of it. In these past 20 years, patrons have been educated to a smaller piece of pie for dessert.

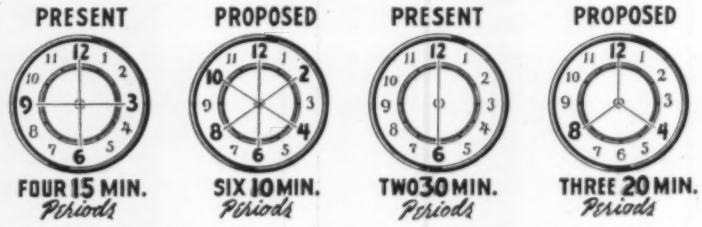
Time vs. Space

Newspapers currently are rationing space to national and local advertisers. Magazines are doing it on a modified basis. It can work in radio. Quarter and half-hour periods in radio time have been taken as bases for comparing radio time with newspaper and magazine space. Half pages in magazines and newspapers have been interpreted in the past as representing a half-hour on the air, and so on. Since such comparisons are apt, is it not apt, also, to develop a radio plan for rationing similar to the plans developed by publications?

Would not a revolutionary change in the division of time periods help radio generally? It is bound to improve entertainment, increase employment, receive increased listener response, accommodate more advertisers and increase revenue for all concerned.

Instead of having four 15-min. advertisers in one hour, the new time setup would accommodate six, each allotted ten minutes. Such a plan probably would be ideally suited to the daytime serial type of program. The half-hour programs could be cut to 20 minutes, encouraging faster-moving production and permitting three such periods per hour. Some present 30-minute shows are long and drawn out. As a matter of fact, some 15-minute programs would profit production-wise by being concentrated into ten-minute periods.

NEW APPORTIONMENT OF CLOCK



Chainbreaks

Naturally such a plan would require a re-examination of rate structures. Too, one must consider the chainbreak, and its place in a revised time schedule which would permit more frequent station identifications than now are heard per hour. It would appear that there remains a place for the chainbreak—a time signal, for example—if it is done in fewer words than is now the case. Instead of 20 seconds for reading breaks during net switches, as is now generally the plan, perhaps ten seconds would be allotted. Such a short period would challenge the ingenuity of continuity writers, admittedly, and might possibly sound the death knell of the chainbreak. Neither eventually need be deplored.

Such a revolutionary time realignment as this, would make more desirable periods available for the waiting list, especially for some large and reputable manufacturers who would like to try radio programs if cost to them can be reduced.

Networks logically would be the interests to start such a movement as this. This idea of re-allotting time periods is not new, but it has not been tried on a large scale, with the whole industry behind the movement. There may be an opportunity here to give radio a great boost not only commercially but, more important, as an entertainment and educational medium.

Ten and 20-minute movie shorts are becoming more popular day by day. Short-run newsreel theatres are springing up over the country. Why can't it happen in radio?

What would be the public reaction? Well, remember, the public is still eating pie.

JOE SPADEA is well known to all elements in commercial radio after more than a decade in the field—practically all of it as a station representative. He volunteered for Army service in 1942 and, despite overage status, made it but didn't get overseas service. He was assigned to radio work at Patterson Field, Dayton, O., and was mustered out Dec. 15 as a sergeant. When his terminal leave ends soon, he plans to reenter radio.

Possibilities of Television as Medium For Retailing Feature NRDGA Meeting

POSSIBILITY that conventions of tomorrow will be handled by television circuits was indicated by J. R. Poppele, chief engineer of WOR New York and president of Television Broadcasters Assn. He addressed an all-day television session held Jan. 9, as part of the annual convention of the National Retail Dry Goods Assn., at the Hotel Pennsylvania, New York.

At the morning session, devoted to television operation and management, Mr. Poppele pointed out that since conventions may become a wartime casualty, if sufficient coaxial cable and radio relay circuits as well as television transmitting and receiving equipment were now available, conventions could be viewed by members on theatre-sized screens in their own home town.

Other Speakers

Other speakers at the morning session included Dan D. Halpin, assistant to the vice-president, RCA; James D. McLean, chief sales engineer of GE; Leonard F. Cramer, executive vice-president of Allen B. DuMont Labs.; P. C. McCabe, sales executive, The Austin Co., Irwin A. Shane, director of the Television Workshop of New York.

Mr. Halpin told the group that approximately "five years after the

(*Continued on page 59*)

NBC Station Grou... Names Shafto Hea...

Foreign News Staff Expan... Is Planned After War

G. RICHARD SHAFTO, gene... manager, WIS Columbia, S. C., w... elected chairman of the NBC St... tions Planning & Advisory Comm... tee for 1945 at the group's fa... meeting of the year, held at t... Ritz-Carlton Hotel, New York, l... Tuesday and Wednesday. Willi... S. Hedges, NBC vice-president ... charge of the stations departm... was chairman of the two-day m... sion.

Group was welcomed by Ni... Trammell, NBC president, who c... sulted with them on the advisabi... of going ahead with the war cli... and subsequently announced th... indefinite postponement (see sto... page 72. William C. Brooks, dir... tor of news and special events, ta... ing of postwar foreign news co... age, said the NBC foreign ne... staff will be expanded after t... war and that the network will ... represented by men who can int... pret as well as report the news.

Mullen Speaks

Frank E. Mullen, NBC vice-pre... ident and general manager, in ... discussion of labor on the air, ... pressed the desire to expand t... AFL series, *America United*, i... a year-round feature that wo... include representatives of the C... as well and also of the U. S. Ch... ber of Commerce and of the Fa... Bureau Federation and the N... tional Grange.

At a luncheon also attended ... sponsor and agency executives ... stations group was given the fi... report on NBC's 1944 all-cou... survey of listening habits (... story page 71). S. B. Hickox, ... manager of station relations, ... cussed the welcome home audi... for servicemen. C. L. Menser, v... president in charge of progra... and C. P. Hammond, director ... advertising and promotion, ... lined plans of their departm... for 1945.

Committee members attend... the meeting were: Clair Mc... lough, WGAL Lancaster, Pa.; ... Shafto; Nate Lord, WAVE L... ville; Harold Wheelahan, WS... New Orleans; Stanley E. Hubb... KSTP St. Paul; Gayle Grubb, ... resenting Edgar Bell, WKY (... homa City; Richard Lewis, KT... Phoenix; Arden X. Pang... KGW Portland, Ore.

Railroad Newscast

CHICAGO, MILWAUKEE ... road, Chicago, on Jan. 7 b... sponsorship of a quarter-h... newscast, Sundays on the fol... ing stations: WMAQ WMT KR... KDTH KGLO WNAX W... KFBB KRJF KGVO KOIL K... KOTN KSOO KOMO KHQ ... WTAQ WKBH WIBA W... WSAU. Contract for 52 weeks ... placed by Roche, Williams ... Cleary, Chicago.

Rigid Freeze of Construction Is Imminent

All New Projects Face Halting by WPB-FCC

By JACK LEVY

A SOLID FREEZE on new station construction is expected this week by joint order of the FCC and the War Production Board in line with a general tightening of civilian industry to provide additional manpower for war needs.

BROADCASTING learned Friday that a revocation of the FCC relaxation order of Jan 26, 1944, under which 34 construction permits for new stations were granted, has been tentatively approved and that a formal freeze order reverting to the stringent policy of April 27, 1942 can be expected this week. It is quite possible that all pending broadcast applications, approximately 150, will be returned.

WPB Rejection Seen

Moreover, in anticipation of the impending new policy, the FCC at its broadcast meeting last Tuesday is understood to have passed over a number of applications involving new broadcast stations, or modifications, taking into account the critical manpower situation, as well as the WPB position on critical materials.

It is almost certain that WPB will turn down all applications now before it for construction of station facilities, regardless of whether materials are in possession of the applicants. Indication of such action was seen in the refusal last week of an application filed by Lincoln Dellar for a 250 w outlet in Sacramento, for which a construction permit was granted by the FCC two months ago. This was the third application refused by WPB within the last three weeks, two Salt Lake City stations having been rejected late in December after FCC approval. [BROADCASTING, Dec. 25].

John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, said that in view of the manpower situation it will be necessary to screen applications more critically than in the past but that WPB has not yet determined what criterion will be used. "It is likely," he said, "that we will get back very close to the old freeze."

WPB now has three applications pending, one for a station in Puerto Rico on which further information has been requested. Last week the Board approved an application by the Alabama Broadcasting Co., which had been given a conditional grant last June by the FCC for a 250 w station (WFEB) in Sylacauga, Ala., but this action, Mr. Creutz explained, was more in the nature of a clearance of an old application.

Out of about 60 actions taken last year, WPB granted 31 applications for new stations and denied three. The remainder involved increases in power, change of location, installation of auxiliary transmitters, change of frequency, and change of antenna. All but one of the station applications was for 250 w power.

Early Restrictions Modified

Although WPB denied an application of the Granite District Radio Broadcasting Co. to construct a 250 w station in Salt Lake City, the company has notified the Board it is proceeding with construction under the $200 limitation which does not require WPB authorization. The proposed Hinckley-Hatch station in Salt Lake City, also denied construction authorization, is under reconsideration by the Board on appeal from the applicants.

Restrictions on station construction first took effect with the FCC order of April 27, 1942, which imposed a total freeze on new authorizations. This order was modified on Sept. 22 of the same year and further modified on Aug. 11, 1943, when the Commission announced that under certain conditions it would grant applications for permits involving the use of idle equipment to increase the power of 100 w standard broadcast stations to 250 w and for the construction of new 100 w and 250 w local channel stations.

Statement of Policy

On Jan. 26, 1944 the Commission issued its "Supplemental Statement of Policy Concerning Applications for Permits to Construct or Change Radio Stations", which encouraged the filing of an increased number of applications for facilities or changes in existing facilities and resulted in the granting of approximately 50 licenses and construction permits for new stations and for a substantial number of authorizations for increased facilities.

Under this order, the Commission issued conditional grants to applicants who could prove (1) the facilities would serve "an outstanding public need or national interest; (2) the operation would conform to the FCC regulations and standards; and (3) that, "after due consideration of the policies and orders of the War Production Board and the facts with respect to *existence* or *availability* of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial delay."

The original freeze order and the subsequent modifications were predicated primarily on the conservation of materials. In the current tightening all along the line the emphasis is on manpower.

Warner Bros. Campaign

WARNER Bros. Pictures Inc., New York, last week announced that with the general release Jan. 13 of *To Have and Have Not*, it would embark on its "first large national spot advertising campaign," basing future radio plans on the results. With a budget of approximately $100,000, Warner is placing four-day schedules on one or more stations in 63 cities prior to local openings, using open-end one-minute discs, the campaign to extend over a period of about three weeks. Agency is Blaine-Thompson Co., New York.

Porter Confirmation Expected This Week as Committee Meets

FCC Chairman Serves Without Pay Pending Senate Action; Wheeler Group Gets New Members

WITH DESIGNATION last week of four Democrats to fill vacancies on the Senate Interstate Commerce Committee, Chairman Wheeler (D-Mont.) announced his Committee would meet in executive session at 10:30 a.m. Monday (Jan. 15) to consider the nomination of Paul A. Porter to the FCC.

Mr. Porter has been serving as Chairman since Dec. 21 by recess appointment by President Roosevelt, inasmuch as his nomination died in Committee with the 78th Congress. Since Jan. 3, when the 79th Congress convened, however, Mr. Porter has been serving without pay, awaiting confirmation by the Senate.

No Protests Filed

Although there were reports on Capitol Hill that some Republicans might question Mr. Porter's nomination, Chairman Wheeler, in calling the executive, rather than open session, indicated that nominations usually are considered only in closed session when no opposition is presented. He added that aside from a telegram from the National Socialist Party in November, no protests have been filed against Mr. Porter and no requests for open hearings had been made.

Indications were that Mr. Porter's confirmation would go through the Senate promptly. It was felt that in view of his recess appointment, the Senate would be inclined to confirm the appointment retroactive to Jan. 3.

With the confirmation of Mr. Porter, who will be designated as Chairman by President Roosevelt immediately after the Senate acts, the President is expected to send to the Senate a nomination to fill the vacancy on the Commission created last July 1 when Comdr. T. A. M. Craven retired to become vice-president of the Cowles Broadcasting Co. Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, still loomed as a possible successor to Comdr. Craven.

Although Mr. Hyde is a Republican, it was pointed out that he could be nominated inasmuch as the Communications Act specifies that no more than four members of any one political faith may hold office on the Commission. The line-up is: Democrats—Porter (when confirmed), Walker and Durr; Republicans—Case, Wakefield; Independent—Jett. Mr. Hyde's nomination would be on a strictly merit basis, similar to that of Commissioner Jett who served as chief engineer before his elevation.

Wagner, Hill Resign

At a meeting last Tuesday the Senate Democratic Steering Committee announced the resignations of Sens. Wagner (D-N. Y.) and Hill (D-Ala.) from the Interstate Commerce Committee, that they might accept appointments to the Foreign Relations Committee. Other vacancies on the Committee were seats occupied by the late Sen. Ellison D. (Cotton Ed) Smith (D-S. C.), Sen. D. Worth Clark (D-Ida.), defeated in the primaries by Glen Taylor, former radio singing cowboy who was elected; Sen. Homer T. Bone (D-Wash.), now a Federal judge. Sen. Harry Truman (D-Mo.) will resign Jan. 18 to become Vice-President.

The Steering Committee appointed four new Senators to posts on the Interstate Commerce Committee, as follows: Sen. Clyde Hoey (D-N. C.), Sen. Olin D. Johnston (D-S. C.), Sen. Brian McMahon (D-Conn.) and Sen. Francis J. Myers (D-Pa.), former Representative and member of the House Interstate & Foreign Commerce Committee. Successors to the one existing vacancy and the second when Sen. Truman resigns will be named later.

On the minority side, Sen. Homer Capehart (R-Ind.), former radio manufacturer, was appointed to succeed Sen. C. Wayland Brooks (R-Ill.). Otherwise the Committee personnel remains intact, with the following members considering the Porter nomination:

Democrats—Chairman Wheeler, Barkley, Truman, Johnson, Stewart, Tunnell, McFarland, Hoey, Johnston, McMahon, Myers.

Republicans—White, Austin, Shipstead, Tobey, Reed, Gurney, Hawkes, Moore, Capehart.

TABLE OF PROPOSED ALLOCATIONS 25,000 KC TO 30,000,000 KC

THE FOLLOWING table contains the allocations which the Commission proposes to make to the various non-governmental radio services from 25,000 to 30,000,000 kc. The table also contains for convenient reference the international allocations which the Commission will recommend to the Dept. of State and the proposed allocations which the IRAC is recommending for governmental radio services.

Freq. Band mc	*Proposed International Allocation*	*Proposed United States Allocation*	*Remarks*
25.015–27.305	Fixed & Mobile except Aero & Maritime	Gov. & Non-Gov. Fixed & Mobile Note 1	Power to be limited internationally to 500W
27.305–27.335	Scientific, Industrial & Medical	Scientific, Industrial & Medical	
27.335–28	Fixed & Mobile except Aero & Maritime	Gov. & Non-Gov. Fixed & Mobile Note 1	Power to be limited internationally to 500W
28–30	Amateur	Amateur	
30–30.5	Fixed & Mobile except Aero	Gov.	Note 2
30.5–32	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
32–33	Fixed & Mobile except Aero	Government	Note 2
33–34	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
34–35	Fixed & Mobile except Aero	Government	Note 2
35–36	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
36–37	Fixed & Mobile except Aero	Government	Note 2
37–38	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
38–39	Fixed & Mobile except Aero	Government	Note 2
39–40	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 3
40–40.96	Fixed & Mobile except Aero	Government	Note 2
40.96–41	Scientific, Industrial and Medical	Scientific, Industrial and Medical	
41–42	Fixed & Mobile except Aero	Government	Note 2
42–44	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Notes 2 & 4
44–50	Broadcasting, Fixed & Mobile	Television Broadcasting	Note 5
50–54	Amateur	Amateur	
54–60	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile Mobile	Note 5
60–66	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
66–72	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
72–78	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
78–84	Broadcasting, Fixed & Mobile	Television Broadcasting	
84–88	Broadcasting	Educational FM Broadcasting	
88–102	Broadcasting	Commercial FM Broadcasting	
102–108	Fixed, Mobile & Broadcasting	(Later determination to be made by the Commission regarding the allocation of all or a part of this band to FM Broadcasting, Non-Gov. Emergency services Facsimile Broadcasting or Television Broadcasting.)	
108–112	Air Navigation (Localizers)	Government	
112–118	Air Navigation (Ranges)	Government	
118–122	Aero Mobile (Airport Control)	Airport Control	
122–132	Aero Mobile	Aero Mobile (primarily Non-Gov.)	
132–144	Fixed & Aero Mobile	Government	
144–148	Amateur	Amateur	
148–152	Fixed & Aero Mobile	Government	
152–156	Fixed & Mobile except Aero	Police	Note 6
156–162	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	Note 7
162–170	Fixed & Mobile	Government	
170–180	Navigation Aids	Navigation Aids	
180–186	Broadcasting Fixed & Mobile	Television & Government	
186–192	Broadcasting Fixed & Mobile	Television & Government	
192–198	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
198–204	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
204–210	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
210–216	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
216–220	Fixed & Mobile	Government	
220–225	Amateur	Amateur	
225–400	Fixed & Mobile	Government, 75 Aero channels for Non-Gov.	
400–420	Fixed & Mobile	Government	
420–450	Air Navigation & Amateur	Amateur & Air Navigation	Note 8

All Non-Government services will be established in the bands above 450 mc on an experimental basis pending adequate showing as to need and technical requirements.

450–460	Air Navigation	Non-Gov. Fixed & Mobile	Note 9
460–470	Fixed & Mobile	Non-Gov. Fixed & Mobile	
470–480	Broadcasting	Facsimile Broadcasting	
480–508	Broadcasting	Television	
508–524	Air Navigation Aids	Television	Note 10
524–920	Broadcasting	Television	
920–940	Broadcasting	Experimental Broadcast Services	
940–960	Fixed & Broadcasting	Fixed & Experimental Broadcasting	Note 11
960–1125	Navigation Aids	Navigation Aids	
1125–1225	Amateur	Amateur	
1225–1325	Fixed & Mobile except Aero	Television Relay	
1325–1450	Fixed & Mobile	Government	
1450–1500	Air Navigation Aids	Air Navigation Aids	
1500–1550	Meteorological	Meteorological	
1550–1650	Aeronautical Mobile	Aeronautical Mobile	
1650–1900	Fixed & Mobile	Government	
1900–2300	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
2300–2500	Air Navigation	Air Navigation	
2500–2700	Amateur	Amateur	
2700–2800	Meteorological	Meteorological	
2800–3900	Navigation Aids	Navigation Aids	
3900–4550	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
4550–5200	Fixed & Mobile	Government	
5200–5750	Amateur	Amateur	
5750–7050	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
7050–10000	Fixed & Mobile	Government	
10000–10500	Amateur	Amateur	
10500–13000	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
13000–16000	Fixed & Mobile	Gov.	
16000–18000	Fixed & Mobile except Aero	Non-Gov. Fixed and Mobile	
18000–21000	Fixed & Mobile	Government	
21000–22000	Amateur	Amateur	
22000–26000	Fixed & Mobile	Government	
26000–30000	Fixed & Mobile except Aero	Non-Gov. Fixed & Mobile	
30000–Up	Experimental	Experimental	

Note 1: The following distribution of channels is tentatively proposed in the band 25 to 28 mc. Exact channels to be determined later.

Channels	*Class of Station*
22	Provisional, Motion Picture, Relay Press, Relay Broadcast, Geophysical
5	Power, Petroleum, Other
10	General Experimental

Note 2: No change proposed in existing services between 30 and 44 mc outside of the Continental United States.

Note 3: On the basis of an assumed average channel width of 40 kc., minimum provisions will be made for the following services in the band 30 to 42 mc:

Channels	*Class of Station*
35	Police
15	Fire
10	Urban Transit, Forestry and Conservation
10	Power, Petroleum, Other
4	Special Emergency
33	Forestry and Conservation (10 shared with Urban Transit)
9	Maritime Mobile, Geophysical
12*	General Highway Mobile (Experimental) Marine
8**	General Experimental (Existing 4 channels allocated to Flying School stations to be moved to a television band or other band as soon as necessary)

*Contemplated for mobile units (duplex system).
**Two groups; each composed of 4 adjacent channels.

Note 4: Provisions will be made for the following services on the basis of an assumed average channel width of 40 kc in the 42 to 44 mc band:

Channels	*Class of Station*
21	Police
12*	General Highway, Mobile (Experimental), Marine
11**	General Experimental

*Contemplated for land stations (duplex system).
**Channels to be adjacent.

Provisions will be made for the temporary operation of existing commercial, educational and experimental FM broadcast stations now operating between 42 and 50 mc.

Note 5: Provision may be made for the operation of non-governmental fixed and mobile services (such as, police control and relay circuits, point-to-point, marine control circuits, forestry fixed circuits, rural telephone, broadcast studio to transmitter links, railroad, terminal and yard operations) upon proper showing of need and that these channels may be shared without harmful interference.

Note 6: Exact channel width (average 60 kc channel width assumed) and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

Note 7: Provisions will be made for the following services on the basis of an assumed average channel width of 60 kc in the 156 to 162 mc band. Exact channel width and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

Channels	*Class of Stations*
20	Fire (Secondarily Forestry & Conservation)
7	Forestry and Conservation, Marine, Urban Mobile Experimental
6	Special Emergency
5	Power, Petroleum and Other
4	Provisional, Motion Picture, Relay Press, Relay Broadcast, Geophysical
33*	Railroad (end-to-end, train-to-train, station-train)
5*	General Experimental

Services now operating between 156 and 162 mc may continue temporarily on a non-interfering basis.

*Channels to be adjacent.

Note 8: To be used temporarily for "special" air navigation aids. Band to be exclusive Amateur when no longer required for "special" air navigation aids; meanwhile Amateur power to be limited to 50 watts.

Note 9: To be temporarily used for "special" air navigation aids.

Note 10: To be used temporarily for air navigation aids.

Note 11: May be used for low power fixed point-to-point for such services as Studio-Transmitter links, control circuits, Police fixed facsimile circuits, etc.

FM BROADCAST SERVICE

INTRODUCTORY

(Parenthetic notations refer to witnesses and transcript pages)

FM BROADCASTING as a new system of radio broadcast service was brought to the attention of the Commission in 1936 by Major Edwin H. Armstrong. The prediction was then made that because of its static-free high fidelity characteristics it would supersede the existing amplitude modulation broadcasting system (Armstrong, Tr. 1347). The advantages of FM broadcasting were not recognized by the industry until they were proven, principally during 1939, by a considerable number of experimental broadcast stations.

On May 20, 1940, the Commission removed FM from the realm of experimentation into the field of commercial operation and 35 channels, each 400 kc wide, were made available for commercial use in a continuous band from 43 to 50 megacycles. In addition, 5 channels, 200 kc wide, were allocated for non-commercial educational broadcast stations between 42 and 43 megacycles. By October 1944, the Commission had licensed 46 commercial FM stations and in addition there were 37 construction permits outstanding (Braum, Tr. 990).

After the outbreak of war, the Commission found that wartime restrictions on the use of material and equipment made it necessary to curtail the establishment of additional commercial FM stations. Accordingly, FM applications for commercial operation are now placed in a pending file, and at the time of the hearing, this file contained 248 applications of this type (Braum, Tr. 989-991).

The testimony indicated that approximately 500,000 FM receivers are now in the hands of the public, consisting principally of combination sets capable of receiving either FM or AM broadcasting (Damm, Tr. 1047).

POSITION IN SPECTRUM

Panels 2 and 5 of the Radio Technical Planning Board recommended that FM broadcasting be retained in its present place in the spectrum, i.e., in the 40 to 50 mc region (Jansky, Ex. 376, Tr. 51, 994; Jolliffe, Tr. 4519). This proposal received the general support of most of the witnesses who testified as representatives of the broadcast industry. The opposing witnesses believed that FM should be moved to a higher place in the spectrum in order to avoid skywave interference.

Before a decision can be reached as to FM's place in the radio spectrum, careful consideration must be given to the propagation problem created by skywave interference of the "burst", "sporadic E" and "F2 layer" types. Similarly, attention must be given to the problems created by "multipath distortion" and "shadows" in the various portions of the spectrum suggested for this service.

During the deliberations of RTPB Panel 5 some members recognized that skywave transmission of sufficient severity might jeopardize the very existence of FM as a broadcast service. The opinion was expressed that in the existing band there was good reason to believe that FM service "would be washed out for as many as 4 or 5 hours of an evening, for 3 or 4 winter months, for as many as 2, 3 or 4 years at the time of the sunspot maximum" (Lodge, Ex. 176 at P5-269-A, p. 9). This opinion was shared by several others and a resolution of RTPB Panel 5 as to FM's proper place in the spectrum recognized this infirmity. However the resolution concluded that there was "no technical evidence to indicate that certain erratic propagation characteristics of the presently assigned portion of the spectrum would be improved by any shift in the present allocation" (Jansky, Tr. 51).

Few of the industry witnesses appearing at the hearing had had experience with problems created by skywave transmissions. It was generally agreed that interference due to "bursts", which consists in most cases of a syllable or two, does not offer a serious problem (Jansky, Tr. 1000; Lodge, Tr. 1250; Armstrong, Tr. 1363). However, it was recognized that sporadic E or F2 layer transmissions have occurred with sufficient intensity and frequency in the present band to degrade the service (Jansky, Tr. 1000; Craven, Tr. 1139; Lodge, Tr. 1241).

Data Needed

None of the industry witnesses had quantitative data regarding the extent of sporadic E or F2 layer interference. However, information on the field intensities of the interfering skywave signals was presented by Dr. L. P. Wheeler, chief of the FCC Technical Information Section, based upon recordings made at various locations over a period of more than a year (Ex. 4). This report showed that sporadic E layer transmission on 44.3 mc was received in the vicinity of Atlanta, from a station in Paxton, Mass., during 12% of the time in July 1944, with sufficient intensity to cause interference at the 50 uv/m contour and that at intervals throughout the entire year interference of this type was experienced for shorter periods. It is apparent that interference during 12% of the time during even one month would not result in good FM service.

In addition to Dr. Wheeler's findings, there was the testimony of K. A. Norton of the Office of Chief Signal Officer, War Dept. (formerly with FCC Technical Information Division, and who appeared at the request of the Commission), which shows that F2 layer transmissions at 44 mc would cause interference from a co-channel station 2060 miles away for 723 hours in one sunspot cycle (Wheeler, Ex. 380, Tr. 3292; Norton, Tr. 3763). This interference would be concentrated principally during two or three years of the sunspot maximum, and necessarily would be greater from stations farther apart. For example, it can be determined from Ex. 380 that at 44 mc a station would suffer 1800 hours of F layer interference from a co-channel station 2500 miles away.

Additional sporadic E and F layer interference would result if there were more than one interfering station (Norton, Tr. 3769). These computations of Mr. Norton were based upon ionospheric measurements at Washington, D. C. and since the layer at Washington does not support as high frequencies as it does in other areas, the interference due to reflections in areas outside of Washington may be greater (Norton, Tr. 3764).

Moreover, prolonged interference of this type could be expected from stations south of the United States (Norton, Tr. 3765). Neither Dr. Wheeler's report nor the data furnished by Mr. Norton was available to RTPB during its deliberations. In fact Mr. Norton's information was declassified as restricted military information expressly for presentation at this hearing.

One reason advanced for retaining FM in the 40-50 mc region was the fear that operation in the higher frequencies might present problems of greater magnitude, the nature of which is not presently known (Armstrong, Tr. 1364). It was admitted, however, that sporadic E and F layer transmissions would be less in the 100 mc region than at 50 mc (Jansky, Tr. 1039; Lodge, 1249; Armstrong, Tr. 1363).

Present experience supports the view that F layer transmission would be negligible in the vicinity of 80 mc and that sporadic E transmissions would be approximately 1/100 as prolonged at 80 mc as at 40 mc (Ex. 380). The virtual disappearance of skywave interference above 80 mc would solve the chief propagation difficulty for FM and would eliminate the principal obstacle towards the permanent establishment of a new basic system of a radiobroadcast service.

The suggestion was made that zoning of stations within the limits of the skip distance would be a means of avoiding skywave interference. However, such a plan would be uneconomic since it would require a great many more frequencies (Jansky, Tr. 1008). Moreover, a zoning plan would not be practicable because of the difficulty of predicting the areas of interference (Craven, Tr. 1142).

As pointed out by Mr. Norton, a slight increase in tropospheric wave interference may be expected to increase between 40 and 80 mc (Tr. 3773). However, this effect may be negatived by a somewhat greater geographical separation between co-channel stations. Thus the problem can be solved effectively by proper station allocation.

Multipath distortion was not regarded by any of the witnesses as a difficulty which would seriously impair FM service either in its present band or in the suggested higher frequencies. In fact, several witnesses stated that they had never encountered any problem created by multipath distortion (Jansky, Tr. 1009; Armstrong, Tr. 1366; Brown, Tr. 1103).

Testimony was presented regarding "shadows" and the effect that this phenomenon would have on broadcasting in the very high frequencies. There was support for the view that shadows would be more pronounced at 100 mc than at 50 mc but that the shadow area would diminish in ratio to the signal strength (Armstrong, Tr. 1365). On the other hand, there was also testimony that there would be very little change in the shadow problem if FM were moved to the 100 mc region (Lodge, Tr. 1254). Reduced field intensity due to shadows in certain areas, should they occur, is not believed to be sufficiently serious to impair FM service.

Public interest requires that FM be established in a permanent place in the radio spectrum before a considerable investment is made by the listening public in receiving sets and by the broadcasters in transmitting equipment. FM must be located in a region free of skywave interference if its full capabilities are to be utilized. From the evidence we believe that such interference in the 40-50 mc region would be severe enough to impair the utility of this service to such an extent that the full development of FM might be retarded. The testimony has established however, that skywave transmissions would be negligible in the vicinity of 80 mc and would be practically non-existent beyond 100 mc. Accordingly, the Commission proposes to assign FM to a band commencing at 84 mc and continuing to 102 mc.

CHANNEL WIDTH

In order to realize FM's capabilities of transmitting sound with all of its realism of tone and the suppression of noise, it is necessary to utilize a channel wide enough to discriminate against noise and other interference.

Great stress was placed upon the necessity of preserving the wide channel if FM capabilities are to be fully realized and some witnesses have stated that channel width was of greater importance to this service than any other factor including its position in the spectrum (Cotter, Tr. 1076; Brown, Tr. 1104).

At the present time the Commission's Rules prescribe a channel 200 kc wide, RTPB Panel 5, together with the technical witnesses appearing at the hearing, with few exceptions urged that the present channel width be retained. The dissenting view was that a 100 kc channel is sufficiently wide to provide a satisfactory broadcast service.

The principal proponent of the 100 kc channel admitted that the reduction in channel width would cause a 6 db loss in the ability of the FM receiver to discriminate against electrical noises (Lent, Tr. 1309) and that co-channel interference would be increased (Lent, Tr. 1306). However, it was contended that listening tests had established that 10,000 cycles was the highest discernable audio tone for a majority of the population (Lent, Tr. 1303); that it would be extravagant and impractical to provide a service of the highest fidelity for everybody (Lent, Tr. 1308) especially since many of the sounds reproduced in excess of 10,000 cycles are the noise components of musical instruments such as the scraping of a violin bow, the noise region of the bass saxophone and similar reproductions which do not add to listener enjoyment (Lent, Tr. 1328).

Maj. Armstrong's reply to this contention was that "the difference between 10,000 cycles and 15,000 cycles is the difference between something which is good and something which is real" (Tr. 1357). Leopold Stokowski, noted conductor, was of the opinion that an audio range of at least 13,000 cycles is necessary for the adequate tansmission of orchestral music (Ex. 202).

As a compensation for the lower quality of FM service resulting from halving the channel width it was contended that the number of available channels could thus be doubled (Lent, Tr. 1311). However, this benefit does not follow since the geographical separation of co-channel stations would have to be greater (Craven, Tr. 1143; Lodge, Tr. 1261) particularly in congested metropolitan areas where the need for channels is greatest.

Additional objections to a 100 kc channel were based upon the stringent requirements that such a change would impose upon receiver design (Brown, Tr. 1113), particularly with respect to oscillator drift or receiver stability (Cotter, Tr. 1075-1076; Armstrong, Tr. 1357). Finally, in the event that multiplexing of facsimile with FM broadcasting should prove feasible, such multiplexing would be extremely difficult if not impossible if the channel width were reduced to 100 kc (Armstrong, Tr. 1358).

The Commission is of the opinion that an integral part of FM will be lost if the present standards of high fidelity are lowered, or the present signal to noise ratio reduced. The economy of spectrum utilization urged by the advocates of the narrower

CENTERCASTING OUT

FCC Holds Proposed Service Needs no Frequencies

CENTERCASTING is out so far as the FCC is concerned. It was proposed during allocation hearings last fall by D. E. Noble, chairman of Panel 13, Radio Technical Planning Board, whose testimony indicated that the proposed system would offer "a means of radio voting or polling."

Corroborative evidence was submitted by J. L. Rusch, executive vice-president of the A. C. Neilsen Co., which operates the audimeter for similar purposes. Mr. Rusch also was a member of the RTPB Panel 13 centercasting subcommittee. Rejecting frequencies for the proposed service the Commission held that:

It did not require radio, the service makes no contribution to safety of life and property, the total number of persons to be benefited would be "most limited", the service would provide no "substantial public need" and no evidence was submitted to show that if frequencies were granted the service could be established on a practical working basis.

channel, will be far less than the significant advantages that will be lost by such a change, and accordingly, the Commission proposes to retain the present 200 kc channel.

NUMBER OF CHANNELS

Estimates of the number of channels needed for FM commercial broadcasting ranged from RTPB Panel 2's proposal of 75 channels* (Jolliffe, Tr. 4519), to 200 channels (Craven, Tr. 1144). Several witnesses predicted that ultimately there would be a need for channels to accommodate as many as 4,000 to 5,000 stations but none of the witnesses had prepared any studies showing the number of stations that could be placed on the suggested number of channels. One exhibit (Lodge, Tr. 1242, Ex. 528), indicated that 175 stations licensed for "a single market area" could cover 43.8% of the area of the United States containing 86.5% of the population.

A determination of the spectrum space needed to provide nationwide coverage is a theoretical computation, dependent upon many factors such as geographical separation between co-channel assignments, the operating power of individual stations, the markets and areas to be covered, required signal strength, topography and similar factors. All of these matters cannot be determined at this time but will be resolved at a later date when the Commission adopts additional rules and standards regarding allocation for FM broadcast stations in their new location in the spectrum.

Upon the basis of all the evidence submitted, we believe that the need of more channels for FM broadcast service is fully established The evidence does not show with any degree of definiteness the additional channels needed. However, the fact that 248 applications have been received (October 1944), which are in addition to the 53 stations already authorized shows that the present 35 channels are not adequate. We accept the recommendation of RTPB Panel 5 that a minimum of 80 to 100 channels will be required for FM service both commercial and non-commercial (Jansky, Tr. 53).

Provides 90 Channels

Accordingly, the Commission proposes to assign channels 200 kc wide for FM operation commencing at 84 mc and continuing to 102 mc. This will result in 90 channels, 20 of which (84 to 88 mc) will be assigned to noncommercial educational stations (see Sec. 9). The remaining 70 channels from 88 to 102 mc are assigned for regular commercial use. It is also proposed that room for expansion be available if this space is not adequate. Accordingly, at the present time 102-108 mc will be left unassigned and if a need arises in the future, FM stations can be considered along with other services for assignment in these additional 6 mc or in such portions of this space as may be necessary. These 6 mc will provide a maximum of 30 additional channels if the future needs of FM justify such assignment over the demands of other services for the same space. Attention should also be called to the fact that television channel No. 6 (78-84 mc) which is adjacent to the lower end of the FM band is assigned exclusively to television and need not be shared with other services as in the case of other television channels. This was done so that if television should in the future vacate this channel, the Commission would be in a position to assign this band in whole or in part to FM if the needs of this service outweigh the needs of other services (See Sec. 10 of this Part).

Since it is possible that the FM band may ultimately extend from 78 to 108 mc it is urged that FM receiver manufacturers give consideration to the feasibility of building sets to encompass this entire range in order to minimize the obsolescence of receivers if expansion occurs.

No specific portion of the spectrum is being allocated for a subscription radio service which was advocated by one witness (Weiner, Tr. 1371-1412). The Commission does not have sufficient information to determine whether or not stations should be licensed for this type of service. If this service proves feasible and the Commission decides to license stations of this type, applicants will be permitted to apply for channels in the regular FM commercial band or in such other band or bands as the Commission may later designate.

As shown by Exhibit No. 173, Table 2, only 26 of the 204 commercial FM applications on file August 25, 1944 were from interests independent of existing standard broadcast stations. The 26 newcomers had an aggregate net worth of $20,058,377, or an average net worth of $771,476. It thus appears that the bulk of the FM applications are from interests having AM stations, and that the newcomers are for the most part large-scale enterprises.

Competitive Basis

In October 1944 there were 248 applications for commercial FM stations in the pending file, 46 stations in operation, and 7 construction permits outstanding, a total of 301. Of the applicants, 207 or 83.5 percent were from licensees of standard broadcast stations. Of the authorized FM stations, 45 or 85 percent are owned or affiliated with standard broadcast stations.

The reasons for this are clear. An existing AM licensee can build an FM station more cheaply than others by utilizing the same buildings, studios, etc. (Ex. 173, Table 2). He can operate an FM station more cheaply than others by utilizing common personnel. (*Ibid.*) During the first period of FM development when FM receivers in the hands of the public are few and advertising revenues insufficient to cover costs, he can offset his expenses against revenues from AM operation—which may be a very great advantage under present tax conditions.

Since the radio spectrum is public domain, the granting of a license to operate a station is a valuable public privilege. The Commission, in carrying out its responsibilities under the Communications Act, has frequently emphasized the statutory mandate that broadcasting shall be conducted on a competitive basis, and has sought to maintain a fair and even-handed treatment of competitors. It is economically and socially unwise to concentrate the control of broadcast facilities in the hands of a select few, and it is economically and socially essential to keep the door open, to the fullest extent possible for newcomers.

However, as indicated above, the large percentage of AM licensees among the present FM applicants and the economic advantage which AM licensees have in building and operating FM stations more cheaply raise serious questions as to whether, unless some special measures are taken to that end, this objective will be accomplished. The Commission recognizes that until a substantial number of receivers are in the hands of the public, FM broadcasting will not be a self-supporting operation.

To keep the door open for later applicants, the Commission is considering the adoption of the following plan: 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM licensees an opportunity to enter FM if they so desire, and in addition will enable some new persons to participate in FM's early development. The remaining 20 FM commercial channels will be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated.

Temporary FM Allocation

The Commission is desirous of establishing FM in its new place in the spectrum as soon as possible in order that the 42 to 50 mc band can be made available for use by other services which are being assigned to these frequencies. It is recognized, however, that very few receivers for reception in the proposed 84 to 102 mc band will be available for some time after materials and manpower become available for this purpose.

Accordingly, existing FM stations will not be required to move to new assignments in this band until such time as new receivers are generally available and in the hands of the public. At that time, the Commission will assign a frequency in the 84 to 102 mc band to each existing licensee who will then be expected within a reasonable period of time to make the necessary arrangements for operation on the newly assigned frequency. It is believed this procedure will greatly facilitate the transition of FM stations to their new location.

As pointed out in Section 10 on television 44 to 50 mc will be assigned as the first television channel. Accordingly, in order that this space may become immediately available for use by television broadcasters, existing FM licensees will be given new assignments within the 42 to 44 mc band to operate on such channels until, as stated above, they are moved to a higher frequency in the 84 to 102 mc region. No hardship should result from this change since existing FM sets are capable of receiving in this range which is already part of the FM band. In the congested areas sharing time may be required temporarily. This will permit change over of frequency of one transmitter to the new frequencies while maintaining operation on the lower frequencies.

Economic Factors:

The cost to the public as a result of moving FM from its present band to the proposed higher band will not be great. There was testimony that approximately 500,000 FM receivers are now in the hands of the public, consisting principally of combination sets capable of receiving both AM and FM (Damm, Tr. 1047). These sets are, of course, several years old. Even if the present FM band were retained these receivers would become partially obsolete insofar as FM reception is concerned since an expansion of the existing 42 to 50 mc band would place a number of stations out of range. In some cases old FM receivers can be converted for reception on the higher frequencies. Moreover, present AM receivers can include FM attachments which will not be appreciably more costly in the 84 to 102 mc band than in the present band (Cotter, Tr. 1107).

Insofar as transmitting equipment is concerned, the shift to the higher frequencies will not cause a substantial loss to the respective licensees in that a large part of the existing investment will not be affected, such as buildings, towers, power equipment, which will remain unchanged. Also, most of the transmitting equipment can be modified to operate on the higher frequencies without unreasonable cost.

* This proposal includes FM noncommercial educational stations.

President Is Guest Of Radio Newsmen

Other Notables Entertained At Annual Capital Dinner

PRESIDENT Roosevelt, numerous prominent Government officials and radio industry heads were guests Thursday night at the annual dinner of the Radio Correspondents Assn. at the Statler Hotel, Washington.

Honorary membership in the association was conferred on the President by Earl Godwin who remarked that he was presenting a membership card to "one of our better known radio stars, now on a sustaining basis, though he had a sponsor last fall". Mr. Roosevelt in a brief closing remark during which he proposed a toast to "our fighting forces, everywhere in the world", noted the industry's anniversary by saying radio seemed so young an organization, yet it could not be so young since it is now celebrating its 25th year.

With all four major networks combining to present the entertainment which consisted of both radio and stage stars, the program included Jack Benny as m.c. and specialties by Alec Templeton; Dunninger; Rosario & Antonio, dancers; Bill Robinson; Connie Boswell; Johnny Burke; Bob Merrill and the three Murtah sisters, singers. The U. S. Marine Corps Band and an NBC orchestra under the direction of Frank Black supplied the music. C. L. Menser, NBC vice-president in charge of programs, produced the show.

Godwin, Harkness Preside

Mr. Godwin, Blue commentator, and Richard Harkness, NBC news analyst, president and vice-president respectively of the association, presided at the dinner. Assisting in the direction of the dinner were Rex Goad, Washington bureau head of Transradio, secretary; William Costello, CBS commentator, treasurer, and chairman of the dinner committee; and Fred Morrison, Mutual, ex officio.

Other members of committees actively participating in dinner preparations were: William Hillman, Blue commentator; Charter Heslep, Mutual Washington representative; Robert Wood, CBS Washington director of news; William McAndrews, NBC Washington news director; and Claude A. Mahoney, CBS commentator.

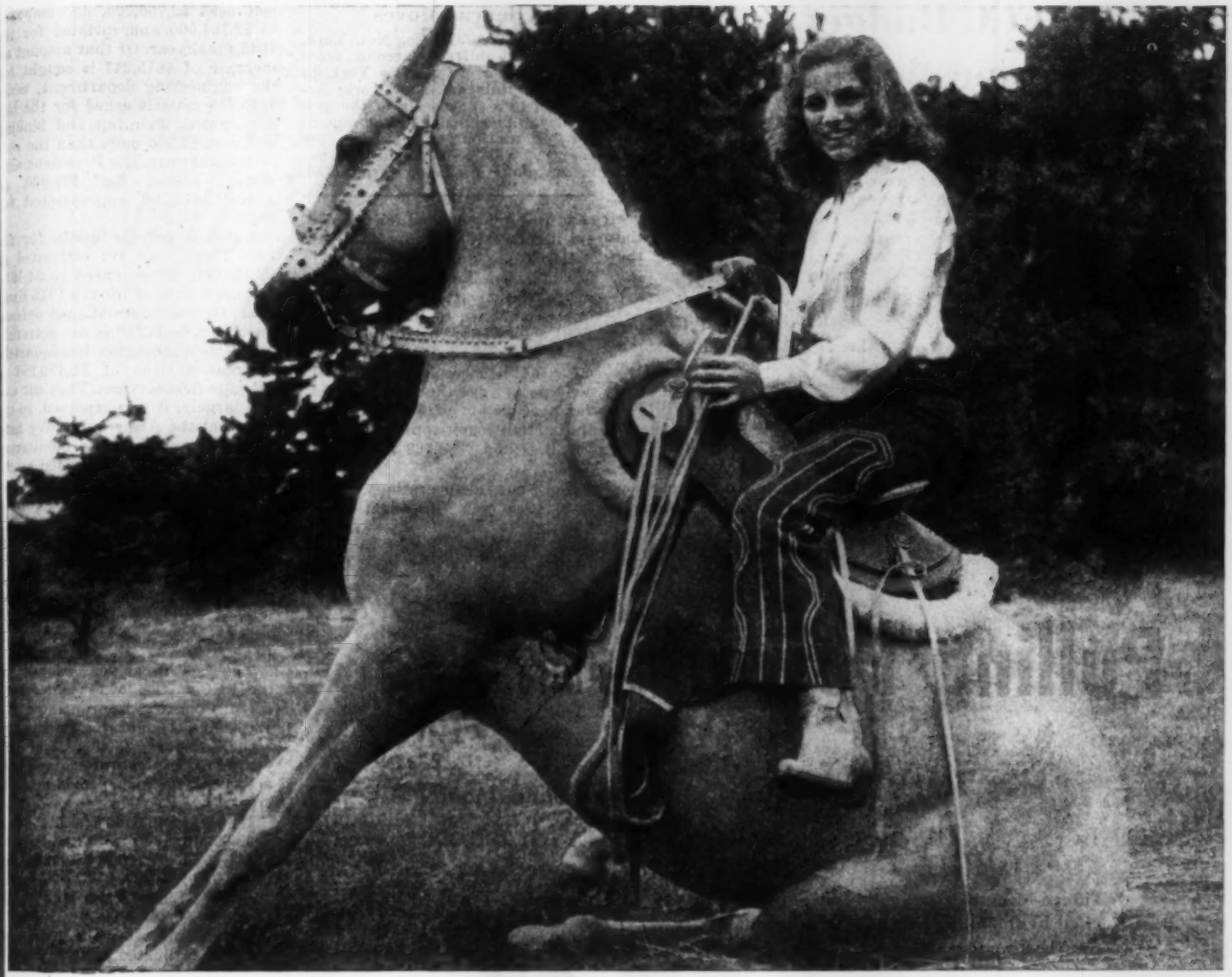
Among guests at the head table were:

Rep. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee; Phillips Carlin, vice-president in charge of programs, Mutual; Mr. Justice Douglas; Rep. Martin (R-Mass.), House Minority Leader; Sen. White (R-Me.), Senate Minority Leader; Paul A. Porter, FCC chairman; Mr. Justice Reed; Robert D. Swezey, vice-president and assistant general manager, Mutual; Associate Justice Rutledge; Senator Barkley (D-Ky.), Majority Leader.

President J. Harold Ryan, NAB; Secretary of Commerce Jones, Secretary of the Treasury Morgenthau; Brig. Gen. Sarnoff, RCA president and NBC board chairman; War Mobilization Director Byrnes; Speaker Rayburn (D-Tex.); Paul W. Kesten, CBS executive vice-president; Mr. Justice Black; Postmaster General Walker; Frank E. Mullen, NBC vice-president and general manager; Mark Woods, Blue president; Secretary of the Navy Forrestal; Adm. Richard P. Edwards, deputy Commander-in-Chief, U. S. Fleet.

Gen. Marshall, chief of staff; Attorney General Biddle; Gen. Arnold, chief, Army Air Forces; Stephen Early, White House secretary; Chester J. LaRoche, vice-chairman of the Blue; Harry Hopkins, executive assistant to the President; Dr. Frank Stanton, CBS New York vice-president; Rep. McCormack (D-Mass.), House Majority Leader; Gen. Alexander Surles, Director, Bureau of Public Relations, War Dept.; Adm. Ross T. McIntyre, surgeon-general of the Navy; Kenneth Berkeley, general manager of WMAL and Washington director for the Blue.

Gen. Alexander A. Vandergrift, commandant, Marine Corps; OWI Director Elmer Davis; Director of Censorship Byron Price; Frank M. Russell, NBC Washington vice-president; Director of Economic Stabilization Fred Vinson; Gen. Ben S. Lear, commanding general, Army Ground Forces; Gen. E. M. Watson, Presidential military aide; Commissioner James Russell Young, District of Columbia; Earl Gammons, CBS Washington director; Gen. Robert E. Denig, public relations chief, Marine Corps; Henry J. Kaiser, shipbuilder; Lyle Wilson, United Press Washington chief.



Trick Stuff

That kind of picture stuff is okay in a circus . . . but we don't think tricks have a part in radio time buying.

That's why we sell only on facts. And maybe that's why advertisers get their biggest number of listeners per dollar spent when they use W-I-T-H.

If you'll take the big factors most stations use in selling time, you'll come up with *power*, *popularity*, and *cost*. Don't take them one at a time. But look at all three. Using a common denominator gives you the answer advertisers look for—the most for their money.

In Baltimore there is only one answer . . . if you want the biggest results per dollar spent . . . you'll buy W-I-T-H, the successful independent station.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Reduced FCC Budget Presages Greater Domestic Radio '45-'46

FDR Asks $5,207,000 for Current Fiscal Year To Run Commission; Drop of $1,105,343

GREATER ACTIVITY in domestic radio expansion and less stress on wartime functions were indicated last week for the FCC in the coming 18 months when President Roosevelt, for the first time in eight years, asked Congress to appropriate less funds for the Commission than it used in the immediate preceding year.

In his annual budget message, in which he estimated total expenditures of more than 83 billion dollars for the fiscal year ending June 30, 1946, President Roosevelt asked for $5,207,000 for the FCC, a reduction of $1,105,343 under the 1945 fiscal year apprporiation. Congress last year slashed $2,059,357 from the original request for $8,371,700. The 1946 request, therefore represents $3,164,700 less than the President originally asked for the FCC for the fiscal year ending next June 30.

RID, FBIS Cut

Although the President seeks an increase of $651,500 in funds for normal operations of the Commission, anticipating new allocations, new services and expansion of broadcasting generally, he told Congress the FCC would need $1,761,143 less for national defense activities in the coming fiscal year than was appropriated for the present fiscal year.

Last year Congress lopped $1,954,857 from the national defense appropriation after the House Select Committtee to Investigate the FCC delved into the Radio Intelligence Division and Foreign Broadcast Intelligence Service. For the 1946 fiscal year the President asks for a reduction of $656,298 under the current year's appropriation for the RID and $388,763 less for the FBIS.

For normal operations in the 1946 fiscal year President Roosevelt asks $2,756,000, as compare to $2,104,500 appropriated for th 1945 fiscal year. Of that amount a increase of $615,217 is sought fo the engineering department, whil $113,855 more is asked for the la department. Printing and bindin will cost $4,300 more than the cur rent fiscal year, the President est mated, asking for $21,000 a against $16,700 appropriated fo 1945.

National defense needs for th 1946 fiscal year are estimated a $2,430,000, as compared to $4,191 143 appropriated for the 1945 fisca year. Of the total national defens reduction, $833,210 is for retrenc ment at Washington headquarter whereas a slash of $1,479,998 asked in field services. That cut wa due largely, it was reported, to th fact that the Army and Navy hav taken over much of the monitorin services formerly performed by th FCC, particularly in military the atres of operation outside Contine tal U. S.

An item of $7,500 is asked fo international telecommunication settlements. For 1945 Congress ap propriated $15,000 but the budge request was revised to $7,500.

Lowest Since 1941

The 1946 fiscal year request fo the FCC is the lowest since 194 when Congress appropriated $4 126,340, although the Commissio actually spent $3,465,723.71 thi year. FCC expenditures since 193 according to budget message, fo low:

1938—$1,843,630.38; 1939 — $1 776,669.30; 1940 — $1,838,641.11 1941 — $3,465,723.71; 1942 — $5 244,060.81; 1943 — $7,305,187.8 1944 — $7,966,496.44; 1945 (est mated)—$6,281,000.

Expenditures for the 1946 fisc year are estimated at $5,205,000.

Appropriations asked for othe Government departments interest in radio were: Census Bureau, 194 request, $11,250,000, 1945 appr priation $12,750,000; Foreign Domestic Commerce Bureau, 194 request $2,445,000, 1945 appropr ation $1,905,000; Federal Trad Commission, 1946 request $1,992 000, 1945 appropriation $2,054,07 National Labor Relations Boar 1946 request $3,348,300, 1945 a propriation $3,664,373.

Benrus Moves

BENRUS WATCH Co., New York, on March 1 shifts its account from J. D. Tarcher & Co., New York, to Young & Rubicam, New York. According to a spokesman of the new agency, time signals used on a number of stations throughout the country will be continued. Other media plans are being formulated.

Ohio CBS Hookup

CBS AFFILIATES in Ohio form their own network last Monday carry the inauguration of G Frank J. Lausche with pick-up f the group from Columbus made WBNS, Erwin Johnson of that st tion announcing. The move was stigated by John F. Patt, vice-pre ident and general manager WGAR Cleveland and new cha man of the NAB public relatio committee. The complete netwo consisted of WBNS WGA WADC Akron, WKBN Young town, WCKY Cincinnati and WH Dayton. The program, which w supervised by WGAR special even director Sid Andorn, marked first time such a group has be formed to carry a sustaining pub service feature.

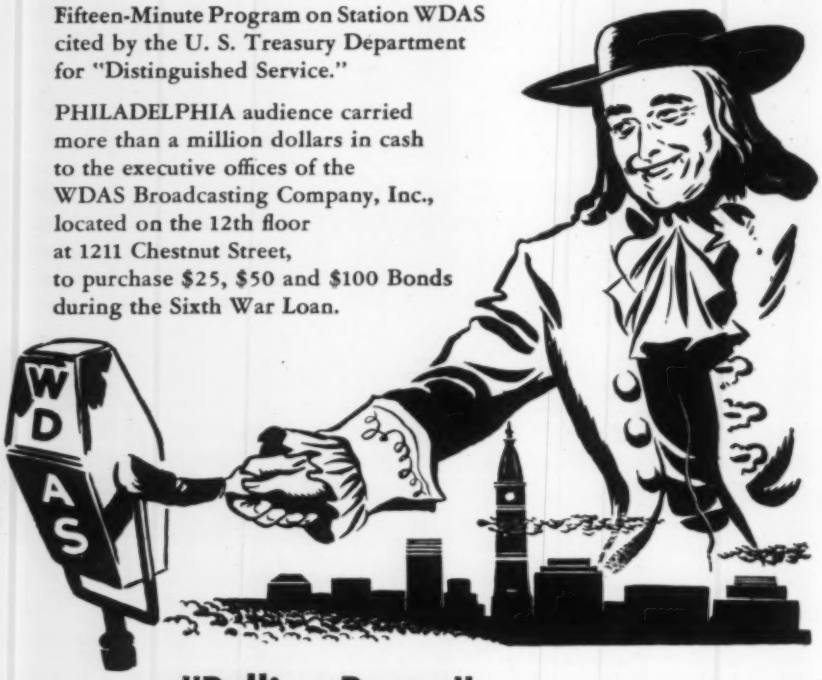
Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.



With **"Pulling Power"** like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Why AMPEREX

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

AMPEREX

. . . the high performance tube

The ILLINOIS TOOL WORKS has made tremendous strides in the design and development of dielectric heating equipment for such applications as moulding bakelite, heating pre-forms, joining thermoplastics, etc. AMPEREX tubes are used in all such equipment produced by this well-known concern.

With the ILLINOIS TOOL WORKS, as with many other leading concerns working with electronic tubes, it's the "Amperextra" of longer life and low-cost efficiency that has made our products a first and exclusive choice. AMPEREX pioneered in the field of tubes for industrial applications. We are familiar with the needs of industry, and we have the tubes to meet all requirements. Consult AMPEREX for assistance with your present or postwar problems.

IMPORTANT! AMPEREX *tubes are now available through leading radio equipment distributors. This new arrangement may save valuable time for busy engineers by enabling them to obtain many of our standard tube types from their local supply sources.*

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET • • • • • BROOKLYN 1, N. Y.

Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Ariab"

THE WAR ISN'T OVER YET... BUY AND HOLD MORE WAR BONDS

Gains in Net Shows, Daytime Audience Shown in CAB Report

Increases in Evening Programs Noted in Summary Appearing in 'Broadcasting' Yearbook

A MARKED INCREASE in network program totals and an upsurge in daytime weekend listening, doubtless inspired by stay-at-home influences of war regimentation, are recorded in the annual summary of the Cooperative Analysis of Broadcasting, which will appear in detail in BROADCASTING *Yearbook*.

Prepared by CAB's manager and secretary, George H. Allen, the summary points out that during the winter season of 1943 and 1944, evening network programming offered 25 more programs than were offered in the previous year. An increase of 38 was noted during this season in the daytime.

Similar breakdowns for the summer season shows an increase of 25 programs for evening time and 29 for daytime. This striking increase in network program volume is attributed by Mr. Allen to the increasing number of chain time periods hanging out SRO signs.

The CAB survey of the past year's activities notes the upward trend in commercial broadcasting during 1944, and comments on the concentrated listening induced by great news events. This, Mr. Allen emphasizes, was inflationary listening, however, and its effect was balanced by the depletion of audience incident to the movement of many young listeners overseas.

Sustainers Sponsored

An interesting development in broadcasting during 1944 was the movement of sponsors to some of the features which had been sustainers of long standing. Among these, Mr. Allen mentions *America's Town Meeting of the Air*, Dunninger, *Hop Harrigan*, *What's the Name of That Song*, and others. He establishes, too, that the year just past found many advertisers who had not used the medium heretofore setting aside appropriations for radio.

Bob Hope and *Fibber McGee and Molly* emerged as the leaders in nighttime popularity, as they did in 1943, ranking Number 1 and 2 respectively in the CAB report. Top nighttimers as reflected in the CAB surveys are:

Bob Hope
Fibber McGee and Molly
Jack Benny—Walter Winchell (tie)
Kraft Music Hall
Sealtest Village Store
Chase & Sanborn Program
Lux Radio Theatre
Mr. District Attorney
Screen Guild Players
Abbott and Costello
Take It or Leave It
Time To Smile—Eddie Cantor
Truth Or Consequences
Fitch Bandwagon

Daytime Leaders

CAB's extensive surveys show the biggest change among daytime program leaders taking place in the weekend category. Leading these productions for 1944 are:

Westinghouse Program
Grand Central Station
Prudential Family Hour

The list of the top 15 daytime leaders as of December 1944 includes:

When a Girl Marries
Kate Smith Speaks
Ma Perkins (CBS)
Breakfast at Sardi's (Kellogg)
Our Gal Sunday
Portia Faces Life —Romance of Helen Trent (tie)
Breakfast at Sardi's (P&G)
Big Sister
Stella Dallas
Pepper Young's Family
Aunt Jenny's Stories
Life Can Be Beautiful
Ma Perkins (NBC)
Lorenzo Jones

Special studies of news event listening, such as that attending the election and D-Day, are reported in the *Yearbook* article by Mr. Allen. The CAB rating service during 1944 was extended to cover nationally broadcast live or transcribed "spot" programs and five minute newscasts, both of which are treated in detail.

Aerovox Corp. Sold

THE AEROVOX Corp. has been purchased as a private investment by W. Myron Owen, the new president, recently vice-president of the Detroit Harvester Co. of which he remains a director, and a few associates. Stanley Green, former vice-president—chief engineer and still a director of the Duncan Electric Mfg. Co., is now with Aerovox in the former capacity. Samuel I. Cole and Samuel Siegel, retiring president and vice-president, are remaining with the company as general manager and director of purchases, respectively.

Segal, Patrick, Runyon Given Commander Rank

PROMOTIONS of Paul M. Segal, Duke M. Patrick and Mefford R. Runyon from the rank of lieutenant commander to commander in the Naval Reserve were authorized last week in official Naval orders.

Comdr. Segal returned last month after 10 months' active duty in the South Pacific and will go on the inactive list next month following three years' active duty. He will rejoin his law firm, Segal, Smith & Hennessey, in Washington.

Comdr. Patrick, on duty since August 1942, returned to his law firm of Hogan & Hartson in November 1944 after two years of active duty.

Comdr. Runyon, former vice-president of CBS in charge of stations, has been attached to the Office of the Director of Naval Communications since October 1942.

It's gals like these that have S. A. (Sales Appeal) for WIBW advertisers. They're the heavy buyers for the big, active, hearty-eating families that make up our six-state audience of over five million listeners.

Telephone numbers? Nope! But you can get in touch with them any day—every day—by putting your message through WIBW.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

THE BEST PAIR for a BALANCED AUDIENCE

THE two great metropolitan New York markets that listen to WOV, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience that results in satisfied sponsors anytime of the night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

New Warner Subsidiary For Drugs and Toiletries

WILLIAM R. WARNER & Co., New York, is setting up a new organization, to be known as Standard Labs. Inc., New York, to handle its proprietary drugs and toiletries (Dr. Sloan's Liniment, Non-Spi, a deodorant, Waterbury Compound, Hobson Products). Erwin Fauser, formerly president, Frederick Stearns & Co., is president and general manager.

Wesley Assoc., New York, has been named to handle Non-Spi advertising, as well as Sloan's, as previously reported. New radio plans are under consideration for latter product, formerly promoted on *Gangbusters* on the Blue Network, with indication that radio promotion will be confined to spot schedules, according to the agency. There are no agency or advertising plans at present for Waterbury and Hobson products, with emphasis continuing on merchandising.

VIEWING FOR FIRST TIME "the other half" of their station's operation, these feminine staff members of WPTF Raleigh, N. C., inspect transmitter facilities located at Carey, N. C. L to r: Mary Susan Woodal, continuity; Betty Lou Hamilton, transcribed continuity; Fay E. Biggs, publicity; Betty Rose Thomas, traffic, and Eleanor Royster, receptionist. Henry Hulick Jr., chief engineer of the station, conducted the tour.

American Dairy Renews

AMERICAN Dairy Assoc., Chicago, effective Jan. 28 will renew *The Voice of the Dairy Farmer*, featuring Everett Mitchell and Clifton Utley on NBC originating in Chicago. Contract, for 13 weeks, was placed by Campbell-Mithun Inc., Chicago.

ARCH McDONALD, conductor of the *Moondial* program on WTOP Washington 11:15-11:45 p.m., is confined to the hospital with a stomach ailment. During his absence, Arthur Godfrey has taken over the *Moondial show*, a program which he originated in 1933 and conducted for two years. Godfrey will continue his early morning, 7-9:15 program, despite the late hour of the *Moondial* show.

BUYING POWER on the HOOF

KWKH serves the Ark-La-Tex area of Northern Louisiana, Northeast Texas and Southern Arkansas, one of the fast-developing purebred stock raising sections of the South. Here more than half a million head of beef animals, and some 400,000 hogs and pigs, including many of the finest grades, are growing for ultimate delivery to the three big Shreveport stockyards. This stock culture, war-expanded in point of quality as well as quantity, represents millions of dollars' buying power on the hoof for advertisers who choose 50,000 watt KWKH, the No. 1 medium for this prosperous market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

NEWSPAPER SUBSIDY BILL REINTRODUCED

REVIVING the newspaper subsidy measures from the last Congress, Rept. Dirksen (R-Ill.) has introduced a bill (H. R. 403) to authorize the Treasury to spend 12½ and 15 million dollars each fiscal year beginning July 1 for War Bond advertising in newspapers.

Identical with the Cannon Bill of the 78th Congress, which died in the Rules Committee after the Senate passed the Bankhead Bill (S-1457) for a similar subsidy, the Dirksen measure calls for the purchase of space in "daily, weekly, semi-weekly and tri-weekly newspapers" published in communities of less than 25,000 population and in "weekly, semi-weekly and tri-weekly newspapers" published in cities of more than 25,000. It was referred to the Ways & Means Committee.

When hearings were held on the Bankhead Bill, C. E. Arney Jr., secretary-treasurer of the NAB, appeared on behalf of radio in opposition to the subsidy. The NAB took the position, however, that if Congress deemed it advisable to buy advertising for War Bonds, then all media should be included. The original Cannon Bill was defeated in the House Ways & Means Committee but quietly resurrected and reported out by a one-vote margin.

GE Names Hendon

CLAUDE J. HENDON, with General Electric since 1927, has been appointed manager of sales in the tube division of the GE Electronics Dept., according to George W. Nevin, division manager. His headquarters will be in Schenectady. Mr. Hendon was formerly manager of the Southeastern District of the department with headquarters in Atlanta. He was made Electronics Dept. district manager for the southeast early last year.

Mr. Hendon

New GE Managers

FOUR new district managers have been appointed by the electronics department of the General Electric Co. R. L. Hanks has been named manager of the New England district with headquarters at Boston; T. B. Jacocks, manager of the Atlantic district with Philadelphia headquarters; H. J. Mandernach, manager of the New York district with headquarters in that city and R. J. Meigs, manager of the West Central district with Kansas City headquarters.

KTUL, KOMA Transfers

TRANSFERS of control of KTUL Tulsa and KOMA Oklahoma City from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin, are requested in applications filed with the FCC. Both stations, CBS affiliates, operate unlimited time with 5,000 w. KTUL on 1430 kc and KOMA on 1520 kc.

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

Remember the question that never fails to start an argument? "If a tree falls in a forest and there's no one there to hear it, does it make a sound?"

Rephrase the question in terms of radio and there can be no argument. "If a product is advertised over the air, and only a small proportion of the listening audience hears it, will it sell?"

Your program, broadcast over WCBM, will sell for listening to WCBM has become a habit in Baltimore.

John Elmer
President

Free & Peters, Inc.
National Representatives

George Roeder
Gen. Manager

FLEXNER IN 20th YEAR ON AIR

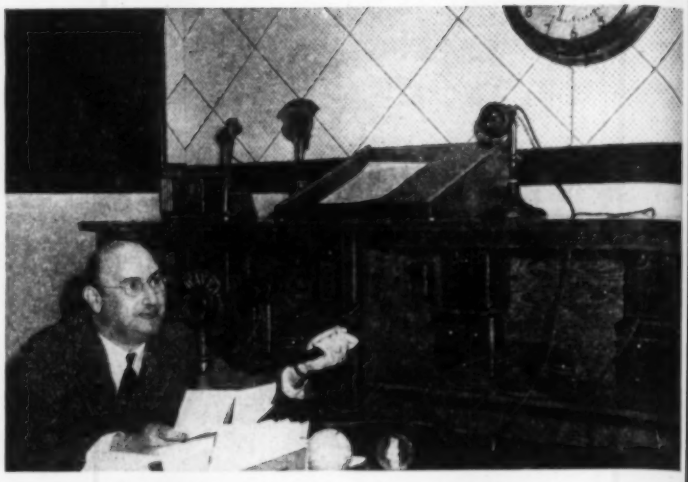
Now on All Louisville Stations, Credits Radio for Success of Finance Firm

IN 1925 the secretary and treasurer, Gustav Flexner, of the Greater Louisville First Federal Savings and Loan Assn., presented its first radio program. On the eve of his 20th continuous year on the air, using all four Louisville stations, Mr. Flexner paid tribute to the art with the simple, all-inclusive and telling statement, "We have built our institution (a 12-million-dollar home - financing organization) through radio."

The first presentation was a two-hour musical on WHAS, then the only station in the city, featuring an orchestra and mixed quartet. Mr. Flexner presided at the microphone on *The Greater Louisville Hour* as he does today, Saturday 6 p.m. on WAVE.

Two years later, sold on the value of radio, the firm took two progressive steps. First, it contracted for daily time, marking the beginning of Mr. Flexner's daily five-minute talks which today are heard on all four stations. Then NBC engineers came down from New York and constructed a modern radio studio in the firm's offices. Equipped with an organ, piano and other instruments, it still gives satisfactory service after 17 years of constant use.

Even during the depths of the depression Mr. Flexner's talks continued, giving advice and offering suggestions for the best and safest plans of home financing. Their business being of a confidential and responsible nature, Greater Louisville has capitalized on the direct approach and personal element. All of their programs, equivalent to 12½ days a year, are written and produced by Mr. Flexner who feels that radio is one way of getting into homes to discuss business without bothering people. If they don't want to listen, they may easily turn a dial. However, the general economics of financing plans makes dry reading, but when presented verbally in a simple manner, people do listen. For these reasons, Mr. Flexner believes in "dignified radio advertising used consistently with complete coverage".



Gustav Flexner in His Radio Office

Direct Line

Direct lines to all four stations, outlets of NBC, CBS, the Blue and Mutual networks, line one wall of Mr. Flexner's sound-proof office. Realizing the value of fresh, up-to-date news, he prepares his script an hour or two before going on the air. He regularly delivers his daily chats from his desk but during the Ohio River Valley Flood of 1937 his messages weren't even stopped, being carried by remote control from his home in the Highlands.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

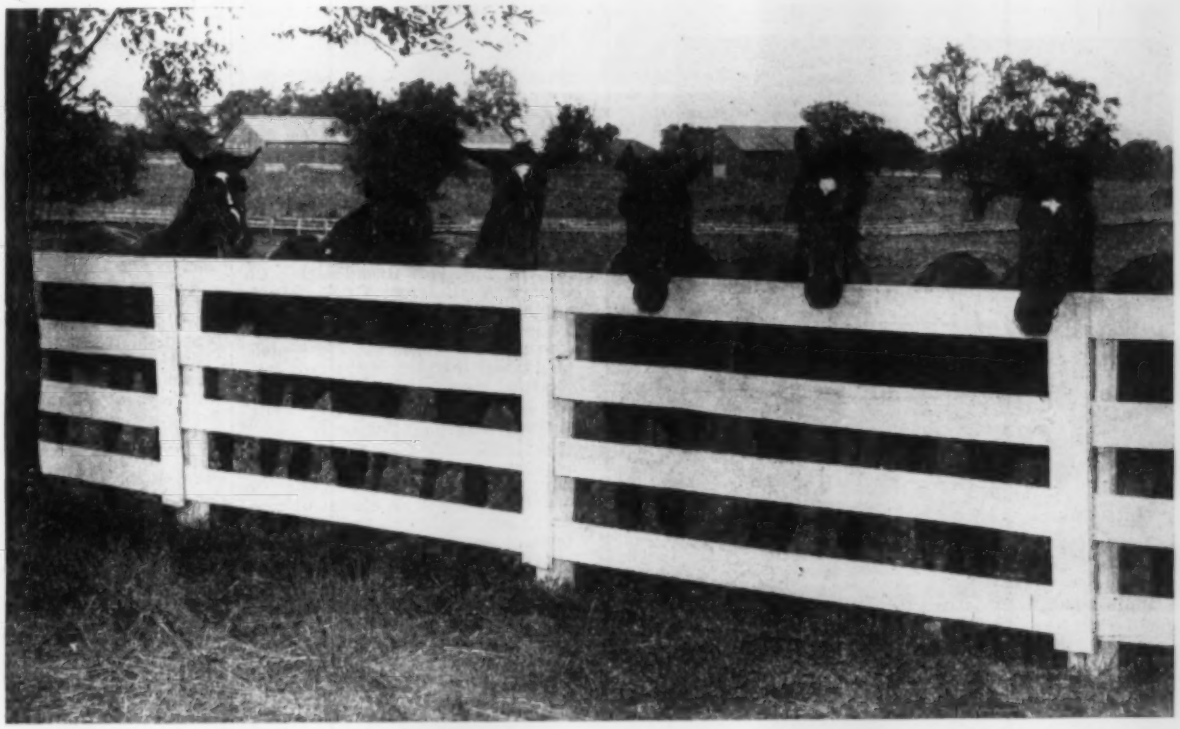
representing

KTHS . . . . . Hot Springs, Ark.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

Ipana Program Dropped Due to Tube Shortage

BRISTOL-MYERS Co., New York, on Feb. 6 discontinues Gracie Fields, sponsored for Ipana tooth-paste on the Blue Network, Tuesdays, 9-9:30 p.m., as a result of a recent War Production Board order curtailing the production of collapsible tubes for dentrifices, according to Lee H. Bristol, president. The agency for Ipana, Doherty, Clifford & Shenfield, New York, says all publication advertising will be heavily curtailed.

A spokesman of Bristol-Myers stated that commercials for Ipana on *Mr. District Attorney*, Wednesday 9-9:30 p.m. and *Duffy's Tavern*, Friday 8:30-9 p.m., both on the Blue, will be dropped and commercials plugging other Bristol-Myers products substituted. Firm will continue the Eddie Cantor show on NBC and the Alan Young show on the Blue. The Gracie Fields program started Nov. 14 last year, has had a rating of less than 5 in the last two reports of C. E. Hooper Inc., New York.



Brownie Leach

Sure . . . .

The thoroughbred horse means millions to the Bluegrass.

But . . . .

Did you know that this is also the largest loose-leaf burley tobacco market in the world?

Over 60 million dollars in spendable cash will be paid to Bluegrass tobacco growers before March 1.

• Only WLAP exclusively serves the BLUEGRASS.

The Nunn Stations

WLAP Lexington, Ky.
WCMI Ashland, Ky. Huntington, W. Va.
WBIR Knoxville, Tenn.
KFDA Amarillo, Texas

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

WLAP
A NUNN STATION

Lexington, Kentucky

J. E. WILLIS, Manager

• BLUE • MUTUAL

"The Thoroughbred Station"

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY

THE TALK OF THE TOWN

TOM TARBOX not only does, but IS the Talk of the Town. Every night at 10:10 Tom offers a mixture of local gossip and humorous stories that make Page 2 of our Newspaper of the Air one of the brighter spots along the Cleveland airwaves.

Tom built up a tremendous following during the years as a Cleveland newspaper columnist, and they're still with him at 850 on the dial, along with a great new audience which finds something new and fresh in his informal program.

His sponsorship by the W. B. Davis Company marks the first venture into radio by this leading Cleveland men's store, and from the results it looks like they're here to stay.

(Several sections of the Newspaper of the Air are still available for sponsorship.)

BASIC Blue Network

WJW 850

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

4 AM, 5 FM, 3 Tele CPs Sought of FCC

WFCI Asks Assignment Shift To 50 kw on 1200 kc

APPLICATIONS have been filed with the FCC during the past two weeks for four new standard stations, five FM outlets, three new commercial television stations and two developmental construction permits.

Frequency of 1490 kc and power of 250 w with unlimited hours is local assignment requested for Elgin, Ill. by Elgin Broadcasting Co. George A. Ralston, CBS Chicago engineer for 9 years, and Jerry C. Miller, accountant with Clayton Mark & Co. (welt supplies), each hold equal interest in the new company.

Local assignment of 250 w unlimited time on 1490 kc is sought for Mobile, Ala., by Joseph Gardberg and Sam J. Ripps, doing business as Mobile Broadcasting Co. Mr. Gardberg is an electrical engineer and an instructor at the U. of Alabama in radio and electronic control. Mr. Ripps is a local business man.

Frequency of 1420 kc with 250 w unlimited hours is asked for a new local station at Thomaston, Ga. by the licensee of WKEU Griffin, Ga., operated by A. W. Marshall Sr. and A. W. Marshall Jr.

Howard W. Davis, operator of KMAC San Antonio and president and third owner of KPAB Laredo, Tex., is applicant for a new standard station at McAllen, Tex. on regional channel 910 kc with power of 1,000 w and unlimited hours, employing a directional antenna at night.

New FM station on 48,900 kc with coverage of 1,279 sq. mi. is sought in Asbury Park, N. J. by Asbury Park Press Inc., publisher of the *Asbury Park Evening Press* and *Sunday Press*. Approximate cost for the new outlet is $38,350.

WGR-WKBW Buffalo licensee, Buffalo Broadcasting Corp., has filed for a new FM station on 47,100 kc with coverage of 22,430 sq. mi. and estimated cost of $39,000.

WLIB New York requests FM facilities of 45,100 kc and 8,430 sq. mi. coverage. Estimated cost is $68,860.

Central States Broadcasting Co., licensee of KOIL Omaha, has filed for a new FM station on 47,700 kc with coverage of 24,000 sq. mi. Estimated cost is $173,000.

FM station on 49,100 kc is sought by the News-Examiner Co., Connersville, Ind., with coverage of 3,020 sq. mi. Approximate cost is $26,130.

Crosley Corp., licensee of WLW Cincinnati, has filed application for a new commercial television station on Channel 2 to be located in Columbus, O. Crosley previously has requested FM facilities for Columbus and Dayton, O., as well as both FM and video for Cincinnati.

WDEL Wilmington, Del. seeks Channel 1 for a new commercial television station in Wilmington.

World Publishing Co., licensee of KOWH Omaha, has filed for a new commercial television outlet on Channel 7.

WFCI Pawtucket requests a construction permit to change frequency from 1420 kc to 1200 kc clear channel assignment of WOAI San Antonio, increase of power from 1,000 w to 50,000 w and changes in directional array for day and night use.

New developmental broadcast station is sought by Harvey Radio Labs., Cambridge, Mass. President and major owner is Frank Lyman, a minor share holder in WKNE Keene, N. H. and owner of Cambridge Thermonic Corp., manufacturer of quartz crystals for electronic equipment.

WJJD Chicago requests a new developmental broadcast station on 47,700 kc with power of 3,000 w and using special emission for FM.

CONGRATULATING Albert Johnson (r), manager of KOY Phoenix, upon his election to the presidency of the Phoenix Advertising Club for 1945 is E. W. Buckalaw, western field division station relations head for CBS, who attended the luncheon meeting of the Phoenix Advertising Club. KOY is a CBS affiliate, operating on 550 kc.

DR. BENNETT S. ELLEFSON, formerly supervisor of ceramic engineering for Sylvania Electric Products New York, has been appointed assistant to the vice-president in charge of engineering. With the company since 1937, Dr. Ellefson has specialized in research on fluorescent screens, special uses of glass, fluorescent powders for cathode ray tubes and specialized war products.

EDDIE CANTOR, NBC radio comedian sponsored by Bristol-Myers Co. has been appointed chairman of the March of Dimes of the Air for the National Foundation for Infantile Paralysis. He originated the March of Dimes slogan and has held this position eight years.

Harried Diner

EARL GODWIN, Blue commentator, who officiated at the Radio Correspondents' dinner at Washington's Hotel Statler last week, had to move fast between the banquet table and the WMAL mike in order to make his repeat broadcast for the West Coast at 11 p.m. Earl missed the soup course because of his regular 8 p.m. broadcast, but the pay-off came at 10:45 when he had to rush over to the Blue studios about five blocks away via a police car to make the West Coast repeat, then dash back to the banquet hall for the final ceremonies.

Combinations that -C-L-I-C-K-

ABBOTT (right) and COSTELLO

The success and popularity resulting from the teamwork of Bud Abbott and Lou Costello is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press — the AP news wires plus the PA radio wire • KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD NBC AP

KSD

ST. LOUIS · 550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

240 MUTUAL STATIONS CARRY THE AUTHORITATIVE NEWS REPORTING OF
Fulton Lewis, jr.
Over 130 sponsors and 240 stations carry the authoritative and interesting news presentation of Fulton Lewis jr. . . . this is a record in itself. His style and shrewd interpretations of the news have made him one of the country's most respected and recognized radio news reporters.
Fulton Lewis jr. has in the past, and will again be in 1945—"America's Most-Listened-To . . . America's Most-Talked-About" Radio Reporter!
For Sponsorship in your city — Call, Wire or Write, WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.
ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

1944 FTC Actions About Same As Proportion Taken in 1943

Broadcasters Desire to Eliminate False and Misleading Advertising Noted in Report

PROPORTION of actions taken by the Federal Trade Commission involving false and misleading advertising by radio was about the same in 1944 as in the previous year, according to the annual report of the FTC issued last week.

The report, covering the fiscal year ending June 30, 1944, shows a total of 627,719 commercial broadcast continuities examined, 299 cases in which letters were sent to advertisers (using radio and periodicals), 113 stipulations made with the Commission to discontinue misrepresentations, and 29 cases in which formal complaints "to cease and desist" were issued.

In the previous year, the figures were: approximately 1,045,000 commercials examined, 329 cases contacted, 109 stipulations entered, and 42 complaints issued. The Commission does not segregate radio from periodical cases as actions against individual radio advertisers usually involve other media as well.

FTC officials explained the disparity in number of continuities examined by the fact that only two calls were made last year for copy from stations while in the 1943 fiscal year four calls were made. Lack of manpower necessitated the reduction in calls, which are made for all commercials carried during a two-week period. National and regional networks report to the Commission on a continuous weekly basis, submitting advertising parts of all programs broadcast on two or more stations, while producers of transcribed programs submit typed copies of commercial parts of recordings each month.

New Products

Examination of radio commercials broadcast during 1944, a Commission official said, reflected considerable advertising of new products which have been introduced or have been given increased promotion as a result of the war. These include substitute materials, preparations to save gasoline, devices to prolong life of tires, certain "nutritious" foods, and vitamins. The appearance of this advertising has about offset the temporary disappearance of normal automobile, radio, electrical appliance, and other advertising now being handled through institutional copy and which requires little examination, it was explained.

During the 1944 fiscal year, the Commission received 1,527,500 typewritten pages of continuity and examined a total of 1,523,000 pages. This total consisted of 683,570 pages of individual station script, and 30,000 pages of script representing the advertising portions of transcribed programs. From this material, 19,512 advertising broadcasts were marked for further study as containing representations that might be false or misleading.

Analysis of questioned advertising, the report said, showed drugs comprising 55.9% of the 1,902 commodities in the cases given legal review. Cosmetics accounted for 15.4%, food 8.4%, specialty goods 1.4%, tobacco products 9%, home study courses, .9% gasoline and lubricants .4% and automobile, radio, refrigerator and other equipment .3%.

The Commission, which received the cooperation of four major networks, 19 regionals, transcription producers, and 850 commercial stations in the examination of radio commercials, noted "a desire on the part of these broadcasters . . . to aid in the elimination of false and misleading advertising."

Western Cleaner

CAL-WESTERN MFGS., Los Angeles (WHEE cleaner), on Jan. 15 starts for 13 weeks transcribed announcements on seven Arizona stations. List includes KTAR KVOA KYUM KYCA KGLU KWJB KOY. Firm in addition is using an announcement schedule on KFMB KFVD KECA. Agency is Pacific Adv. Service, Los Angeles.

NEBRASKA AID

All Stations Join Forces To Boost War Loan

FULL CREDIT for the success of the once-lagging Nebraska Sixth War Loan Drive has been extended to the cooperative, combined effort of the state's radio stations by Leona Shapiro Bernstein, state publicity manager, and Leon Markham, War Finance, director for Nebraska.

With the state E Bond and individual sales quotas less than 40% one week before the end of the Drive, an emergency meeting was arranged with Hugh Feltis, KFAB Lincoln, chairman of the Radio at War Committee, Nebraska Broadcasters Assn.; Bill Wiseman, WOW; Gordon Gray, KOIL; Paul Fry, KBON; Bud Corrigan, KOWH Omaha, resulting in a special promotion plan for a statewide series of transcribed farm interviews and another series by wounded soldiers at Schick General Hospital. Rural route mail carriers were enlisted to deliver War Bond applications.

Ray Clark of WOW, Lyle Bremser of KFAB and Harry Peck of KOIL gathered localized farm interviews. Other stations cooperated in processing and delivering the programs. All of the Nebraska outlets cooperated in the special campaign and quotas were topped within two weeks.

"Ruth Welles indorses it," is a convincing stamp of approval to thousands of her loyal feminine followers .. proof positive that the product recommended is well worth their investigation, and their buying.

Nearly five years of consistent and conspicuous success lie behind Ruth Welles' "Home Forum" .. heard daily on KYW, 9:30 to 10:00 A.M., Monday through Friday. This is a fruitful half-hour devoted to the perplexities which beset, and the interests which intrigue, womankind in KYW's vast, Philadelphia-centered, 50,000-watt primary.

Fruitful to the rapt, responsive radio-audience, attentive to a sincere, sympathetic, and intelligent discussion of their problems .. as voluminous mail attests. Fruitful to the sponsors, whose selling-messages are so deftly interwoven into the pattern of the program .. as evidenced by routine renewals.

Most of these sponsors .. such as Fanny Farmer, Abbotts Dairies, and Duff's Cake Mixes .. are veterans on this highly productive participation. Sponsorships, limited to eight in each program, are normally solidly sold. However, for such availabilities as may occur from time to time, we suggest that you keep in touch with NBC Spot Sales.

all's well with Welles

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • WBZ • WBZA • KEX • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Federated Stores Name Radio Head

Hirschmann to Organize FM, Television for Group

IRA HIRSCHMANN, director of advertising and research for Bloomingdale's, New York department store, has been appointed effective Feb. 1 to organize the FM and television activities of Federated Department Stores, owners of Bloomingdale's; Abraham & Straus, Brooklyn; F. & R. Lazarus & Co., Columbus, O.; John Shillito Co., Cincinnati and Wm. Filene's Sons Co., Boston.

Mr. Hirschmann

In his new post, Mr. Hirschmann will make his headquarters at Metropolitan Television Inc., operator of FM station WABF New York and licensed for experimental television operation as W2XTM. A wholly-owned subsidiary of Bloomingdale's and Abraham & Straus, it was organized at Mr. Hirschmann's instigation. He had assisted previously in the development of WOR while with L. Bamberger & Co., Newark.

The other three Federated Stores also have filed applications for FM and television licenses. "The move is an indication of the concrete interest in the new fields of broadcasting on the part of Federated Stores," Mr. Hirschmann explained. "Through FM and television our stores will be able to offer an expanding service to all the communities in which they are located."

KGVO Missoula, Mont., has appointed Weed & Co., Chicago, as station representative, according to A. J. Mosby, KGVO general manager.

Contact

SOMETHING NEW in accidents! A captured Junkers 88 plane, scheduled for the *Army Hour* was wrecked before the broadcast — by a streetcar in Inglewood, Cal. Details were not available. A jinx followed the entire broadcast of Jan. 7. Three captured enemy planes — a Zero, a Focke-Wolfe, and the Junkers 88—were to fly over Los Angeles and their flight was to be shortwaved to the NBC *Army Hour*, according to the plans of Leonard Callahan, chief of West Coast office of the War Dept. Radio Branch and Joe Alvin, NBC Western division special events director. But the Zero developed engine trouble. The Focke-Wolfe was grounded in Illinois. And the Junkers got crossed up with the Inglwood trolley.

Sterling Tells of RID Operations on 'Digest'

GEORGE E. STERLING, chief of the FCC Radio Intelligence Division, related experiences and operations of that division in "G-Men of the Airways", feature of the Jan. 7 *Radio Reader's Digest* program on CBS. He stated that few Nazi spies have attempted to operate transmitters from the United States but that a considerable number of such stations have been tracked down in Latin American countries and subsequently closed through the assistance of local authorities.

"We will not close up shop," Mr. Sterling affirmed, saying that RID "is not a war baby" and that "we have been around since 1911." He said that a regular function of the department is to make sure that stations stay on their assigned frequencies. During prohibition days he said that RID helped put many a rum-runner out of business when attempt was made "to go modern with ship-to-shore radio". In a present important function, that of assisting lost aircraft and ships to locate their positions and secure rescue facilities, Mr. Sterling said that RID is saving the taxpayer many times over the annual cost of his division which also performs numerous other duties.

PRICE URGES RADIO TO REEXAMINE CODE

ASKING broadcasters to reexamine the clauses of the Censorship Code pertaining to "enemy air attacks", Byron Price, Director of Censorship, said the Code would apply in robomb attacks. Mr. Price's statement follows:

Unless and until you are notified by the Office of Censorship, the "attacks by air" clause of the Press Code and the "enemy air attack" clause of the Broadcaster's Code will apply in case of any buzz bomb attack on the continental United States.

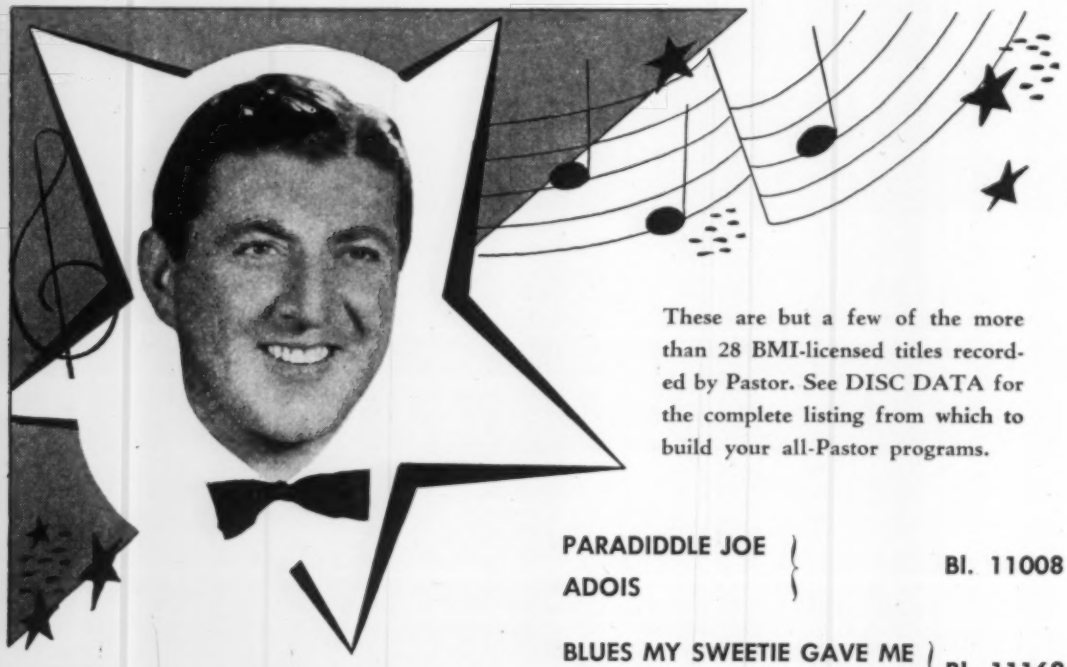
You are urged as a precaution to reexamine these clauses and make certain that all staff members are familiar with them.

AT-3'S IN BATTLE

RCA Transmitters in China Warfare Since 1941

"THE AT-3's never let us down," was the praise given 10 radio transmitters credited with carrying the burden of American airforce ground communications in China from the arrival of the Flying Tigers in 1941 until the present. Their performance was described by Maj. Charles H. Whitaker, communications officer of Gen. Chennault's 14th Air Force, and a former "ham" and police radio operator.

The equipment traveled with the men all over the trackless wastes of China and operated usually from caves or the native temples, surviving all the rigors of rough terrain and atmosphere with little damage. The AT-3 is powered with 300 w for phone and 400 w for telegraph, with an operating distance of 700-800 miles. Today 1200 are in action in the war. They are manufactured by RCA Victor Co. of Canada for the Royal Canadian Air Force, through whom they were made available to the Chungking Government and Gen. Chennault's operations.



These are but a few of the more than 28 BMI-licensed titles recorded by Pastor. See DISC DATA for the complete listing from which to build your all-Pastor programs.

Tony Pastor

Pastor, who took over Artie Shaw's band when that leader left for Mexico in 1940, is one of the most popular young maestros today. His vocal style is heard on many of his records. Feature Pastor! Listeners love him!

PARADIDDLE JOE / ADOIS	Bl. 11008
BLUES MY SWEETIE GAVE ME / GREEN EYES	Bl. 11168
DOING THE RATAMAQUE / FLAG WAVER	Bl. 11421
MARINES HYMN	Bl. 11452
I'M GETTING TIRED	Bl. 11585

BMI

NEW YORK CHICAGO HOLLYWOOD

THE PACIFIC COAST HAS 2 MARKETS

INSIDE MARKET. This represents counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

50% OF ALL RETAIL SALES MADE HERE

OUTSIDE MARKET. This represents 126 counties outside those in which the 7 principal Pacific Coast cities are located.

50% OF ALL RETAIL SALES MADE HERE

ONLY DON LEE COVERS BOTH MARKETS COMPLETELY*

* Regular Hooper reports of the "inside" market reveal that during the past year, all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks.

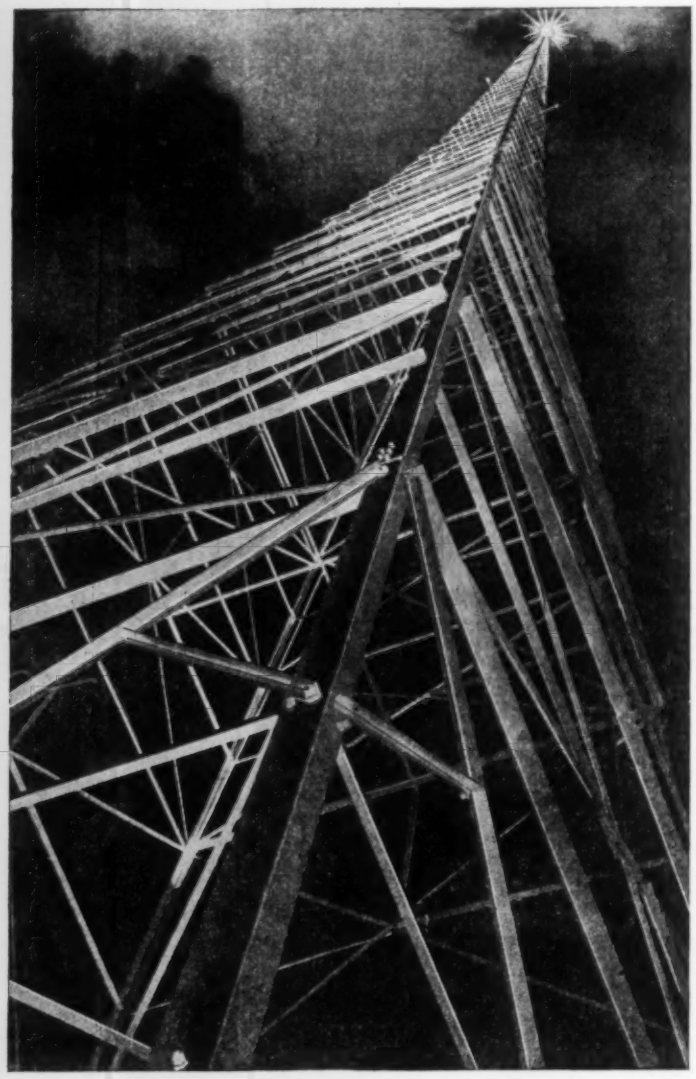
A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of listeners in the "outside" market tuned to Don Lee stations. The reason is most cities in the "outside" market are surrounded by mountains, and long-range broadcasting of other networks won't work.

With 38 stations completely blanketing the 16-billion-dollar Pacific Coast market, the Don Lee Network has more than 9 out of every 10 radio families living within 25 miles of one of its stations.

The Nation's Greatest Regional Network

Mutual DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.



TONIGHT

BLAW-KNOX speaks to you over the air

Tonight when you tune in, it's highly probable that your favorite programs will emanate from stations equipped with *Blaw-Knox Radio Towers.*

These Vertical Radiators have been specified by major broadcasting systems because they are both electronically and structurally sound — providing clear signals and maximum range . . . It is of note, too, that Blaw-Knox Directional Radio Beacons are used to guide all air transport service in the United States.

BLAW-KNOX vertical RADIATORS

Erwin, Wasey & Co. Tops MBS Billings; Sinclair Refining Leads Net's Clients

ERWIN, WASEY & Co. again topped the agencies placing time with Mutual in 1944 with $2,406,501, according to figures released by MBS last week. Hixson O'Donnel Adv. placed second, with $1,301,917 of its clients' money being placed with Mutual. Third was Ruthrauff & Ryan with $1,230,241, and in fourth place Donahue & Coe, $1,056,848; fifth, Kenyon & Eckhardt with $1,041,945; sixth, R. H. Alber, $950,309; seventh, Ivey & Ellington, $733,653; eighth, Arthur Meyerhoff & Co., $677,421; ninth, William H. Weintraub & Co., $660,964; tenth, Maxon Inc., $542,590.

Leading the Mutual sponsor list for 1944 was Sinclair Refining Co., which spent $1,301,917 with the network. R. B. Semler Inc. again placed second with $1,145,708, followed by Kellogg Co. which placed third, as it did last year, with $1,000,739. Fourth was Metro-Goldwyn-Mayer with $981,418, followed by Gospel Broadcasting Assn. in fifth place, with $950,309. In sixth place was Zonite Products Corp., $732,427; seventh, Mutual Benefit Health & Accident Assn., $677,421; eighth, Pharmaco Inc., $676,310; ninth, Bayuk Cigars Inc., $667,865; tenth, Gillette Safety Razor Co., $542,590.

Broken down by months, October led all the others in producing revenue for MBS with $1,914,040, with March in second place with $1,807,031. Monthly billings follow:

January	$ 1,760,317
February	1,605,839
March	1,807,031
April	1,675,609
May	1,595,276
June	1,521,703
July	1,511,393
August	1,504,391
September	1,547,329
October	1,914,040
November	1,625,567
December	1,535,155
TOTAL	$19,533,650

MBS Billings by Agencies

Erwin Wasey & Co., Inc.	$2,406,501
Hixson O'Donnel Adv. Inc.	1,301,917
Ruthrauff & Ryan Inc.	1,230,241
Donahue & Coe Inc.	1,056,848
Kenyon & Eckhardt Inc.	1,041,945
R. H. Alber Co.	950,309
Ivey & Ellington Inc.	733,653
Arthur Meyerhoff & Co.	677,421
William H. Weintraub & Co., Inc.	660,964
Maxon Inc.	542,590
Walker & Downing	539,659
Wallace Ferry Hanly Co.	499,862
Stanley G. Boynton	475,623
H. B. Humphrey Co	456,696
Gardner Adv. Co	450,713
Russel M. Seeds Co., Inc	438,095
Gotham Adv. Co	425,477
Raymond Spector Co., Inc.	395,263
Young & Rubicam Inc.	337,079
Birmingham, Castleman & Pierce, Inc.	322,220
Calkins & Holden	321,993
J. Walter Thompson Co.	277,961
J. C. Hoskin Assoc.	276,009
McJunkin Adv. Co.	267,102
Leo Burnett Co.	261,553
Duane Jones Co.	213,349
Roche Williams & Cleary Inc.	206,668
Al Paul Lefton Co., Inc.	164,198
Warwick & Legler	138,567
Biow Co., Inc.	137,919
Schwimmer & Scott	120,063
Buchanan & Co.	115,825
Batten, Barton, Durstine & Osborn, Inc.	88,248
United States Adv. Corp.	83,509
The Caples Co.	69,531
Raymond R. Morgan Co.	68,381
Sterling Adv. Agency Inc.	62,380
Grant Adv. Inc.	59,241
Clements Co., Inc.	56,763
Henri Hurst & McDonald Inc.	56,374
Cecil & Presbrey Inc.	52,221
The Joseph Katz Co.	41,496
Foote Cone & Belding	36,324
Weston Barnett Inc.	20,642
Van Sant, Dugdale & Co., Inc.	20,164
Lester Harrison Assoc., Inc.	16,748
D'Arcy Adv. Co., Inc.	15,781
George H. Hartman Co.	14,933
Green Brodie	13,220
Furman Ferner & Co., Inc.	10,146
Harold Cabot & Co., Inc.	9,920
L. W. Ramsey Co.	9,314
Hirshon Garfield Inc.	5,406
Allied Agencies	3,726
Direct	14,259
Locally Sponsored	1,260,638
TOTAL	$19,533,650

MBS Billings by Clients

Sinclair Refining Co.	$ 1,301,917
R. B. Semler, Inc.	1,145,708
Kellogg Co.	1,000,739
Metro Goldwyn-Mayer, Inc.	981,418
Gospel Broadcasting Assn.	950,309
Zonite Products Corp.	732,427
Mutual Benefit, Health & Accident Assn.	677,421
Pharmaco Inc.	676,310
Bayuk Cigars Inc.	667,865
Gillette Safety Razor Co.	542,590
American Cigarette & Cigar Co., Inc.	530,585
Campana Sales Co.	499,862
Clark Bros. Chewing Gum Co.	465,309
Ralston Purina Co.	450,713
Grove Laboratories	438,095
Lutheran Laymen's League	425,477
Serutan Co.	395,263
Employers' Group Insurance Co., of Boston, Mass.	388,942
Barbasol Co.	352,964
Stokely Bros.—Van Camp, Inc.	321,993
Dubonnet Corp.	295,396
Petri Wine Co.	294,700
Radio Bible Class	290,435
General Cigar Co., Inc.	277,961
Voice of Prophecy, Inc.	276,009
Lumberman's Mutual Casualty Co.	261,553
Helbros Watch Co.	245,562
Young People's Church of the Air	241,190
Lewis Howe Co.	206,668
Chef Boy-Ar-Dee Quality Foods, Inc.	196,668
Wesley Radio League	185,168
Emerson Radio & Phonograph Corp.	182,483
Conti Products Corp.	180,636
Duffy-Mott Co., Inc.	164,198
Frank H. Lee Co.	141,584
George W. Luft & Co.	138,567
Formfit Co.	115,825
Nat'l Small Business Men's Assoc.	100,596
Wilson Sporting Goods Co.	83,509
Delaware, Lackawanna & Western Coal Co.	80,109
Beaumont Co.	75,630
Allegheny Ludlum Steel Corp.	74,350
Carey Salt Co.	70,433
Union Pacific Railroad	69,531
Knox Co.	68,381
Gotham Hosiery Co., Inc.	62,380
Waltham Watch Co.	59,829
Reichhold Chemicals, Inc.	59,241
Acme White Lead & Color Works	56,374
Boots Aircraft Nut Corp.	52,221
Goodyear Tire & Rubber Co.	42,3[illegible]
Maryland Pharmaceutical Co.	41,496
Chesapeake & Ohio Railway Co.	41,250
Table Products, Inc.	36,324
Miss Swank, Inc.	31,184
American Bird Products, Inc.	20,642
Sherwood Bros., Inc.	20,164
Coronet Magazine	19,467
Hartz Mountain Products	14,933
W. L. Douglas Shoe Co.	9,920
Loyal Order of the Moose	9,314
Rust Craft Publishers, Inc.	7,920
Shipstead & Johnson	3,726
Political Advertisers	421,42[illegible]
Locally Sponsored Shows	1,260,638
TOTAL	$19,533,650

FM Booklets

COUNTER display offering a pair of booklets on FM written for the layman is being released by Stromberg-Carlson Co., Rochester, to distributors and dealers. Titled *FM-For You* and *Facts About FM*, booklets describe discovery and progress of FM and its potential developments.

Completely Covers the KHQ Vast Inland Empire

It's in the Bag. Wool from over a half-million sheep helps keep the Inland Empire's farm income over 72% above the nation's average. Over 40% of the area's three hundred million dollar 1943 farm income came from livestock and livestock products.

Your sales, too, are "in the bag" when KHQ contacts consumers for you. Located in this natural livestock center where stores sold nearly $50,000,000 worth of goods last year to outside residents, it is the only medium that *completely* covers the area.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

Specify Air Express

Millions of dollars are lost annually by the ordinary slow-downs of business and industry due to the constantly recurring need for tools and materials and *waiting for delivery!*

AIR EXPRESS can close many of those gaps between planning and performance, save many of those dollars!

As you put new production plans into operation, you will find AIR EXPRESS at your service with expanded facilities for helping you cut the high cost of idle machines, idle labor, idle goods.

A Money-Saving, High-Speed Tool for Every Business

With additional planes now available for all important types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. Thousands of shippers are saving substantial sums through Air Express, employing its economy and efficiency in an ever-increasing number of ways.

WRITE TODAY for "Quizzical Quiz"— a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-13, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

WMBD Control Shift Granted by FCC to Three

TRANSFER of control of WMBD Peoria, Ill. was granted by the FCC last week from H. D. Morgan, vice-president and treasurer, to Carl P. Slane, Francis P. Slane and Elizabeth P. Talbott. Sale for $114,750 of 500 shares (50%) held by Mr. Morgan and 10 shares held by Leslie Harrison, secretary, is involved in the transaction. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated.

Carl Slane, who receives 86 shares, is publisher of the *Peoria Journal-Transcript*. Frances Slane and Elizabeth Talbott each get 212 shares and are directors in the newspaper company. Remaining 49% interest in the station is held by Edgar L. Bill, president and manager. WMBD is a CBS affiliate, operating on 1470 kc with 5,000 w LS and 1,000 w night.

Guild Hollywood Office Includes Stations, Nets

FOLLOWING initial move by New York Radio Directors Guild, Hollywood group, now numbering more than 50 members, is framing petition to National Labor Relations Board for recognition as sole bargaining agent of agency, freelance and network directors and assistant directors. New York RDG on Dec. 16 notified CBS, NBC, Blue and Mutual via letter of its status as bargaining agent and requested time and place be set for start of negotiations [BROADCASTING, Jan. 1].

Having successfully organized the film studios, Screen Office Employes Guild, Local 1391, is planning similar invasion of Hollywood stations and networks. Union has organized majority of CBS office employes and is to meet this week with Donal W. Thornburgh, network Pacific Coast vice-president, to present bid for formal recognition. Several attempts have been made in the past to organize Hollywood radio white collar employes, but without success.

Engineers Named

ENGINEERS for the six study panels of the Canadian Radio Technical Planning Board [BROADCASTING, Dec. 11] have been named. They are L. S. Payne, Canadian Marconi, Montreal, chairman and K. S. McKinnon, consulting engineer, Montreal, vice-chairman of the spectrum utilization and frequency allocation panel; J. B. Knox, RCA-Victor, Montreal, chairman and E. Farmer, Canadian Marconi, Montreal, vice-chairman, of the standard broadcasting and international shortwave panel; S. Sillitoe, Northern Electric, Montreal, chairman and Dr. F. S. Howes, McGill University, Montreal, vice-chairman of the radio communication panel; A. B. Oxley, RCA-Victor, Montreal, chairman and J. R. Bain, Northern Electric, Montreal, vice-chairman of the FM and television panel; S. S. Stevens, Trans-Canada Airlines, Montreal, chairman and A. B. Hunt, Northern Electric, Montreal, vice-chairman of the aeronautical radio panel; Dr. A. Frigon, Canadian Broadcasting Corp., Ottawa, chairman and Dr. J. M. Thomson, Ferranti Electric, Toronto, vice-chairman of the industrial, scientific and medical study panel. A. B. Oxley is general coordinator of panels, with G. W. Olive, Canadian Broadcasting Corp., Montreal and G. L. Irwin, Philco Corp., Toronto, as coordinators.

EXECUTIVES OF AGENCY and network help to launch the new Kreml Shampoo weekly musical variety program on MBS, Tuesday and Thursday, 1:30-1:45 p.m. Seated are (l to r): Paula Stone, program m.c., and C. H. Cottington, radio director of Erwin, Wasey & Co., New York, agency for R. B. Semler Inc., New Canaan, Conn. Standing: Phil Brito, vocalist; A. C. Barnes, MBS vice-president in charge of sales; Edward Hennen, Erwin-Wasey account executive.

McIntyre Heads KID

FRANK G. McINTYRE, former program director of KUTA Salt Lake City, has been named general manager of KID Idaho Falls, Ida., it was announced last week by Walter P. Bauchman, KID president. Mr. McIntyre, who is only 27, is a ten year radio veteran, having been with WKY Oklahoma City as news chief prior to his KUTA affiliation. Entering radio in 1934 at W9XBY Kansas City, Mr. McIntyre later served with KFBI Abilene, Kans., and at KBST KRGV KFRO KSTM Texas. In 1940 he entered Northwest radio as news editor of KGVO Missoula, Mont., returning to Texas to become program director of KRBC Abilene, Tex. KID, a Mutual affiliate, operates with 5,000 w on 1350 kc. It was purchased last July from Jack Duckworth for $100,001 by H. F. Laub, electrical contractor and operator of KVNU Logan, Utah, L. A. Herti, Ogden contractor, and Mr. Bauchman.

Mr. McIntyre

Nurse Draft

AFTER the President's message to Congress in which he mentioned the possibility of drafting nurses for the Armed Forces, the OWI domestic radio bureau received inquiries from advertisers about the Army nurse messages allocated to their programs and the possibility of dropping them. The messages, which are allocated for the weeks of Jan. 15 and 29, will go on as usual and no change will be made until some definite legislation is passed by Congress on the matter.

The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the **GEORGIA MAJOR MARKET TRIO**, consisting of the three C B S stations in these three markets does the job

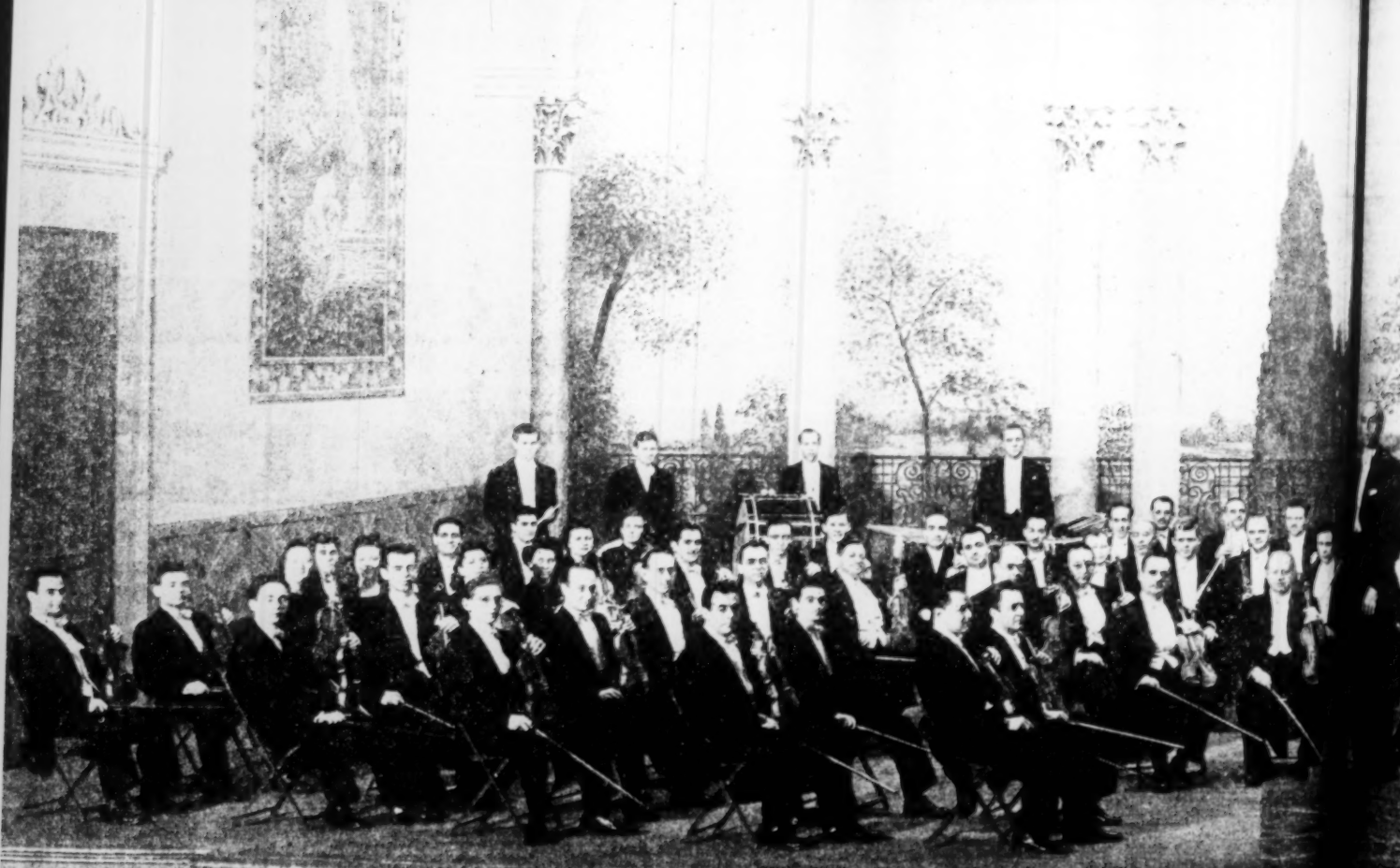
—AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

THE BALTIMORE SY

During its 28TH consecutive season--it
of Reginald Stewart--the Baltimore
afternoon concerts over WBAL and NB



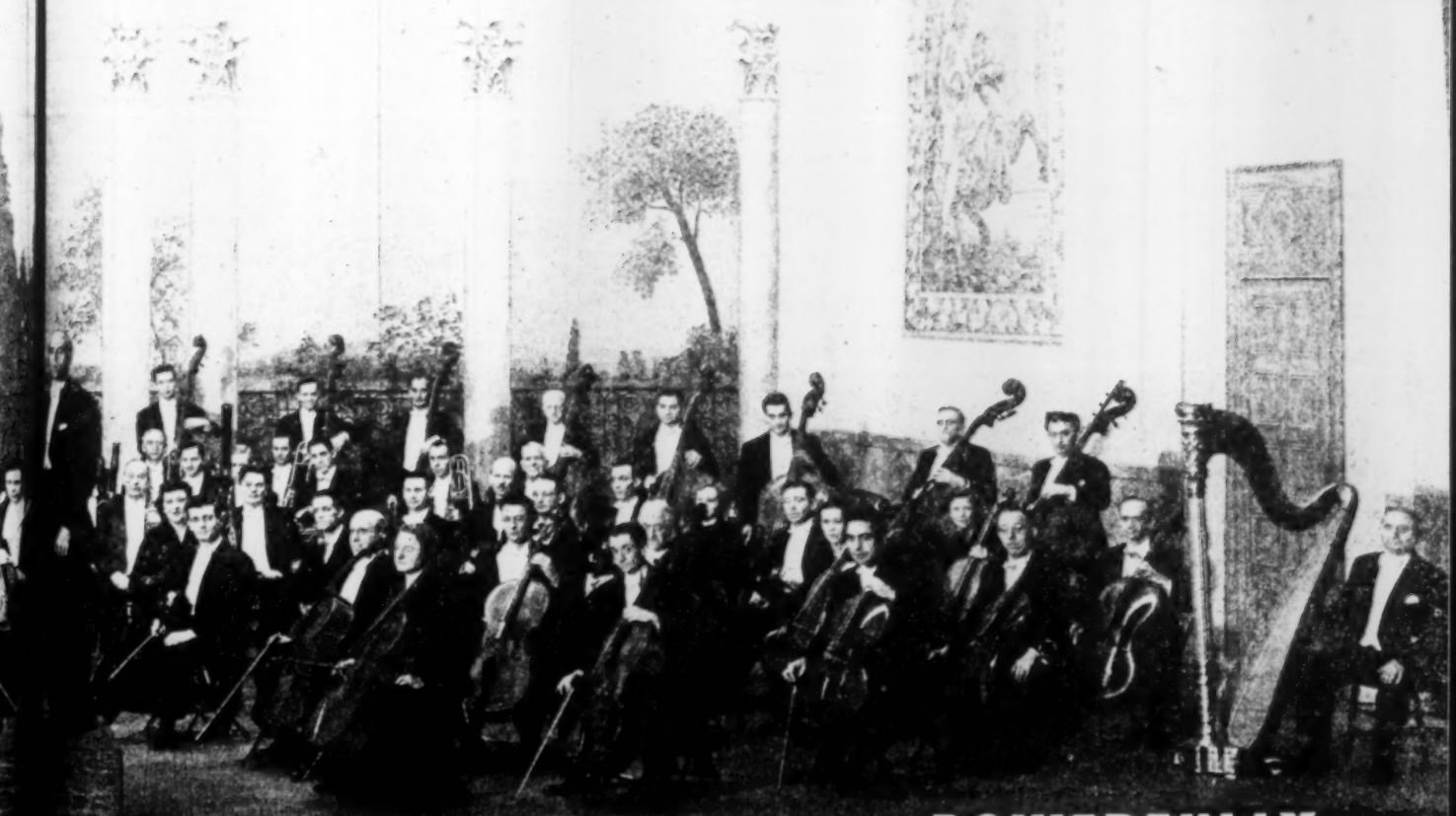
The Baltimore Symph O
afternoon concerts--3 P.
Jan. 27, Feb. 3, March Mar

NBC

NATIONALLY REPRESENTED BY EDWAR

PHONY ORCHESTRA

-ithird under the brilliant conductorship
e mphony will be heard in 5 Saturday
NB



POWERFULLY PROGRAMMED

ph/ Orchestra--Saturday
3 P. M., E.W.T., Jan. 20,
h March 10, 1945

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

NT EDWARD PETRY & CO., Inc.

Editorial

This Is It

THIS YEAR of 1945, we all pray, will bring the United Nations complete victory. Brilliant successes of our forces have been marred by temporary reverses, which have supplied the jolt needed to boot all of us out of our complacency.

This eighth inning rally in the European theatre comes with the score heavily in our favor, we are told. But every day the war is prolonged means more blood-letting.

Those are the reasons for the swift return to all-out wartime operations. The slack in production and manpower must be taken up. Drastic measures are in store.

For radio, along with all other essential pursuits, there are tougher days ahead. Look for a solid freeze on all equipment. The pinch on manpower already is on and it's touch and go as to whether 4 Fs, who have replaced deferred personnel, will find themselves confronted by ship-yard foremen or shavetails.

It is this condition which prompted Assistant President James F. Byrnes to call upon all industry to cancel conventions or meetings, so railroads and hotels will be able to accommodate necessary wartime traffic.

Radio is prepared to pull in its belt as many notches as may be required. It wants only those bare necessities in equipment and replacements and in personnel required to permit stations to render peak wartime service—the kind of service that has pegged it as an essential pursuit and has won praise from all those directly identified with the war's prosecution.

If this means foregoing the NAB annual war conference, it will be done. That was the unqualified judgment of J. Harold Ryan, NAB president, as soon as the Byrnes' order came down. The job of acquainting broadcasters with their ever-shifting and sensitive duties in the war effort can be handled at the district meetings which get under way this month. Similarly, the war clinics and sessions of the major networks, with their affiliates, can be held in conjunction with the district meetings.

The solid freeze on new station construction or modification (except where it may be certified as essential to the war's prosecution) will bring many protests. The WPB is confronted with demands from the military for electronic parts and equipment. The new offensive and the Nazi counteroffensive have thrown production schedules out of kilter. None can question the military demands.

On the business side these days, most stations along with contemporary printed media have found that all they need is a transom and a basket. Many publications and stations which couldn't make ends meet prewar, have become economic royalists. Bullish stories about the small capital investment needed in radio to bring in King Midas returns have resulted in the influx of new applications, some legitimate but most perhaps sired by the opportunistic impulse.

The new spectrum-wide allocations, when finally promulgated, will set off another thundering stampede of applicants for FM and television and new AM stations. But where will the trained manpower be found should Uncle Sam draft even the 4-F replacements, and remove all of the mass media from the essential manpower bracket?

This is the time for all identified with radio and with the other media to plan operations on reduced personnel rations. Those in the fighting age brackets who have been deferred should be understudied. Thoughts of new plant and equipment should be dispelled.

For the second time since the Pearl Harbor supreme atrocity, this is it.

Clock-wise?

JOE SPADEA, former station representative who just has been discharged honorably from the United States Army, offers a plan for improving broadcast production and, at the same time, increasing station revenue.

So simple in pattern that one almost spontaneously assumes it has too many bugs in it, Mr. Spadea's idea is to re-divide the face of the clock into new time segments, forgetting all about the traditional quarter-hour base.

The ex-sergeant, whose excursions as a radio representative made him a familiar figure in major markets throughout the nation, proposes that a new 10-minute rather than 15-minute base be employed for programming. This would mean six basic program segments per hour. Such a proposal, he contends, would permit participation in the hour by two extra program sponsors.

Increased revenue from such additional participation, granting proper rate readjustments, would discourage wholesale scheduling of spot announcement periods and eradicate, or at least modify the type of radio commercial which is deplored by many industry leaders as auguring against the good of the art.

Mr. Spadea further recommends that half-hour programs be eliminated and superseded by 20-minute periods. Result: Three per hour rather than two.

There will be those, viewing such a suggestion with alarm, who will decry it as mercenary. They, for the most part, will be publishers of newspapers and periodicals who, because of paper shortages, are unable to add pages at will. There will be others who will hail Mr. Spadea's plan as a step forward.

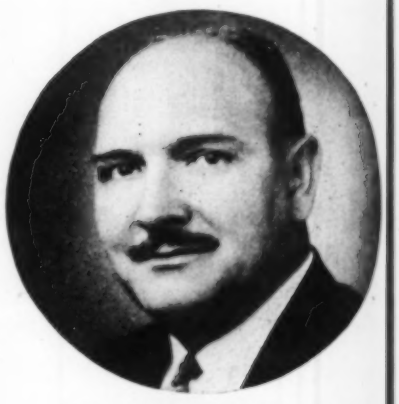
One must consider the possibility that such a plan would offer better balance in overall programming throughout the day. Many believe, for example, that 15 minutes is too long for the average newscast, and that five minutes is too short. Political talks could be briefer.

From a producer's standpoint, the proposal would appear to have merit. One of the difficult problems facing program directors who must do series-productions is "keeping up the average". To keep up the average, a show must have pace. Within limits, the shorter the vehicle, the faster the pace. The Spadea plan could be a blessing to studio personnel.

Doubtless such an undertaking would mean increased employment. If it cut down on the number of spot announcements and increased the quality of those remaining, it would be performing a great service.

Who accepts such conclusions should examine Mr. Spadea's provocative article on page 14. There may be here a workable plan for expanding the clock, a project that has occupied the imaginations of broadcasters for years.

Our Respects To -



CLIFFORD DON IOSET

WHEN Don Ioset—pronounced Yo—joined the Fort Hamilton Broa casting Co. last August as executi director of WMOH Hamilton, O., predicted of the organization, "the indust will soon know it is on the map." Don usua follows through on his plans.

In 1923 when there were less than 100,0 radio sets in the United States, Don first fac a microphone at WJK, the first station in h native Toledo. He sang a few songs and talk about current events. He liked the medium a decided to stick with it.

There followed many years with stations the Midwest. During the time he was wi WAIU Columbus, he had worked up his mi delivery to the superspeed of 250 words a mi ute—and each word clearly understandab according to a Columbus newspaper comme The famed Floyd Gibbons was known for h barrage of 217 words per minute. At that tim Don was working as newsman and sport caster with the station.

In June 1935 he joined the Fort Indust Co. as a newscaster, having his own featur *Personalities on Parade*. During the next years with that company, he was given t trouble shooting job managing three of its stations soon after each was acquired. Th were the old WALR (now WHIZ) Zanesvil O., WLOK Lima, O., and WAGA Atlanta. H was relieved of the management of WAGA November 1942 when he was assigned to Cu for the company. He spent about four mont in Havana.

Shortly after that he resigned to beco sales promotion manager and public relatio director of WJJD Chicago.

In his time, also, he has worked for a studied advertising with a prominent writ operated a small advertising agency of h own, and for three years was advertisi director for the George B. Ricaby Compan in Toledo and Buffalo in 1925, '26 and '27.

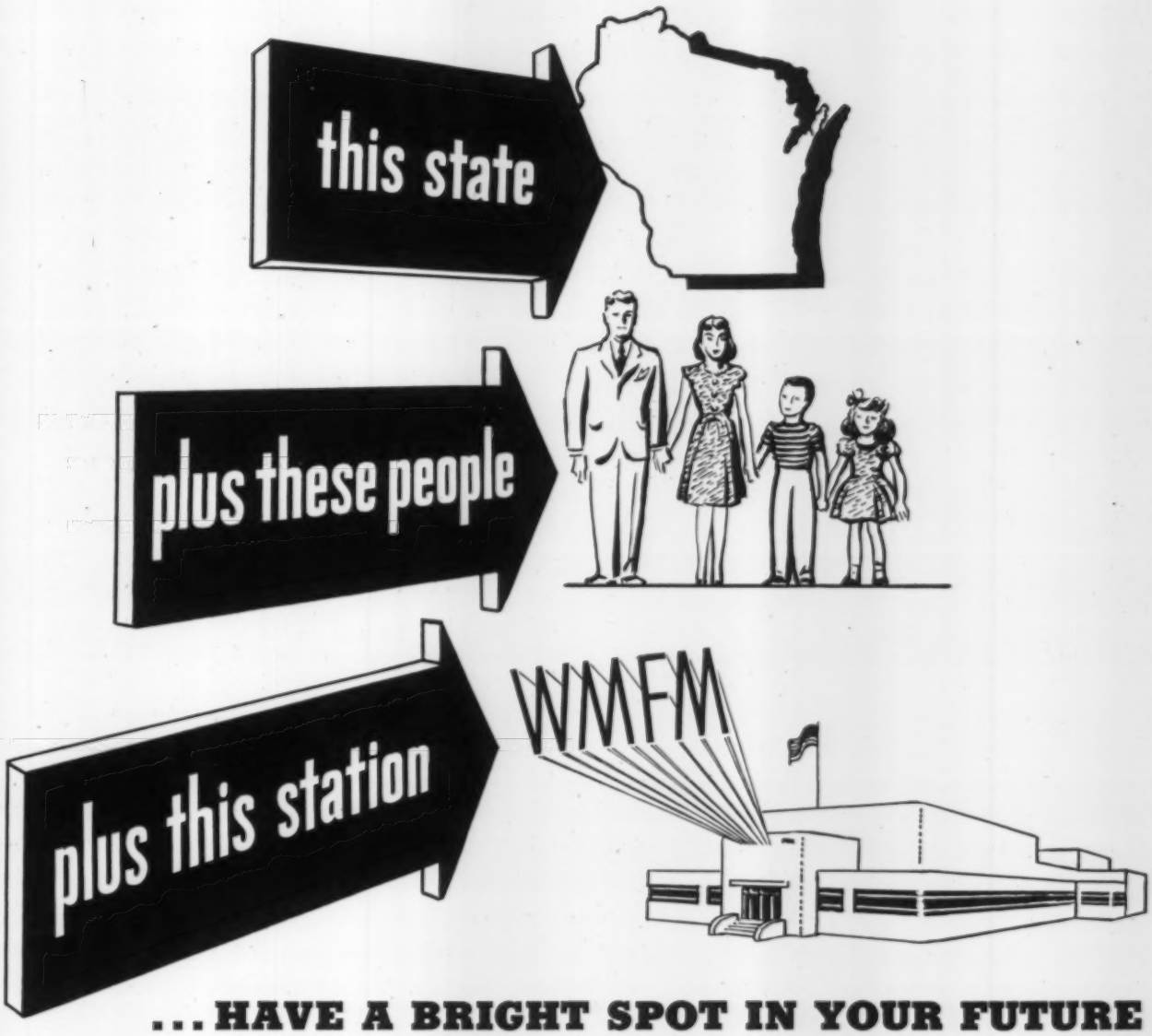
Don studied at Toledo U., but in his ow words, "I was a B A D boy and they would let me finish." After being declared perso non grata at Toledo, however, the young Io enrolled at Davis Business College.

"Voluble wine merchants and pirates" amo his ancestry help explain Don's glibness tongue—according to Don. He will admit being born Feb. 19 "near the turn of the ce tury". More specific statistics unavailable.

He belongs to Theta Sigma Phi, the Scott Rite and Masons, and is a charter member Boaz Shrine in Toledo.

Don's son, Walter, is in training as an A Corps cadet and his daughter, Renee, is a h

(*Continued on page 42*)



...HAVE A BRIGHT SPOT IN YOUR FUTURE

WMFM, The Milwaukee Journal FM station, is so soundly programmed, so distinctively superior with its Frequency Modulation, that it has won a solid place in Wisconsin's radio picture. *If WMFM is not on your schedule, it should be.*

THE MILWAUKEE JOURNAL FM STATION

HERE'S WHAT HOOPER SAYS about AUGUSTA (Ga.)

STATION	Morn.	Aft.	Eve.
WGAC	62.3	57.3	54.8
"A"	37.3	42.4	44.3
OTHER	0.4	0.3	0.9

BLUE NET
WGAC
AUGUSTA • GA.
J. B. FUQUA, VICE-PRES. & GEN. MGR.
HEADLEY-REED CO.
National Representatives

Our Respects to

(Continued from page 40)

school student in Hamilton. His wife, Hazel, is a well-known soprano who has sung professionally for several years, including work on radio programs from Detroit, Toledo, Buffalo, Cincinnati, and Chicago. Most of her air work was under the name of "Carol Lynn".

From hearing him talk, his favorite subject is his wife. His constant cross remains the wrong pronounciation of his name. As usually pronounced, says Don, it sounds like "a Pullman car or an ailment". The soft, French pronounciation it deserves is seldom given.

Robert D. Boniel

ROBERT D. BONIEL, 50, salesman for 11 years with Edward Petry & Co., station representative, Chicago, died Jan. 7 in Miami, Fla., after a long illness. Mr. Boniel was a veteran in radio, having been director of WEBH, the Edgewater Beach Hotel station, in 1923, where he put on the air Charles Correll and Freeman Gosden, (*Amos 'n Andy*). He served as first president of the Chicago Broadcasters Assn. Mr. Boniel's home was at 2114 Livingston St., Evanston, Ill. He is survived by his wife, Helen, and two stepsons, Bennison and Michael.

ERNEST MOBLEY, manager of WMSL Decatur, Ala. is the father of twins.

Personal NOTES

JAMES V. COSMAN, president of WPAT Paterson and for nearly three years on active duty with the Navy Bureau of Ships, has been promoted to lieutenant commander. Originally in charge of Navy vacuum tubes, he recently took over supervision of antennas.

ED CRANEY, director of the Z-Bar Network in Montana and KXL Portland, was in Washington last week for an indefinite stay. Last year he assisted the Senate Interstate Commerce Committee in the preparation of the White-Wheeler Bill (S-814), which failed to be approved.

JOHN G. PAINE, general manager of ASCAP, and **HERMAN FINKELSTEIN,** ASCAP resident counsel, left New York Friday to attend the first congress of La Federacion Interamericana de Sociedaes de Autores y Compositores (Fisac) in Havana, Cuba. At the meeting representatives of performing rights societies throughout the Americas will discuss copyright owners' rights.

JAMES LAWRENCE FLY, former FCC Chairman, now practicing law in New York, has become a member of the American Civil Liberties Union Radio Committee, Chairman is **THOMAS CARSKADON,** of the 20th Century Fund, New York.

LT. JOHN R. OVERALL, USNR, now on inactive duty, has returned to the Mutual sales staff as account executive. Lt. Overall was on the MBS sales staff for five years before entering the service in Dec. 1942. From 1931 to 1936 he served on the NBC sales staff.

VICTOR A. BENNETT, vice-president of WAAT Newark, has been appointed radio director for the Community Manpower Mobilization Committee of northern New Jersey.

ARTHUR MOORE, Seattle manager of Allied Adv. Agencies, has resigned to join KTYW Yakima as resident manager.

Wassan Appointed

COINCIDENT with the sepa tion of KGW and KEX Portla under the duopolv regulations, N. Wassan, who has been w both stations two years, w appointed co mercial mana of station KG last week. W Wassan has h 18 years of perience in newspaper, o door and ra fields of adver ing. Educated Iowa, he joined the staff of *Portland News* in 1929, beca sales manager of the Elect Products Corp. in 1936 and la was associated with Rama Signs Inc.

Mr. Wassan

Sweets Shift

SWEETS Co. of America, H boken, N. J., on Jan. 1 shifted account from Duane Jones Co., N York, to Ivey & Ellington, N York. Present plans call for co tinuation of *Dick Tracy* on Blue stations Monday, Wednes and Friday, 5:15-5:30 p.m.

REED BULLEN returns to his pos as general manager of KVNU Lo Utah, following six months' absence general manager of KID Idaho Falls.

GEORGE ARNOTT has joined the st staff of William Wright Co., station r resentative, Toronto.

GERALD J. REDMOND, a member of National Advisory Council on Sch Broadcasting, has been appointed sta manager of CHNS Halifax, it was a nounced by managing director MAJ. C. BORRETT.

A. A. McDERMOTT, RCAF public re tions officer, radio, with headquarters London, England, has been promoted squadron leader. He was formerly M treal office manager of H. N. Stovin & C station representative.

F. A. HITER, senior vice-president Stewart-Warner Corp., Chicago, has b unanimously elected a member of board of directors of the Radio Manu turers Assn. He replaces L. L. KELS also formerly of Stewart-Warner Co now with Belmont Radio Corp., Chicag

CAPT. FRANK G. KING, who was f merly chief of broadcast service sect Armed Forces Radio Service, Los Ange is now serving as officer-in-charge of AFRS New York office, a post previou held by **CAPT. ALBERT GIBSON,** tra ferred to the West Coast. Capt. King w at one time account executive of the J mer Blackett-Sample-Hummert, New Y and before entering the service was a ciated with the sales promotion agen Harry S. LaFond Co.

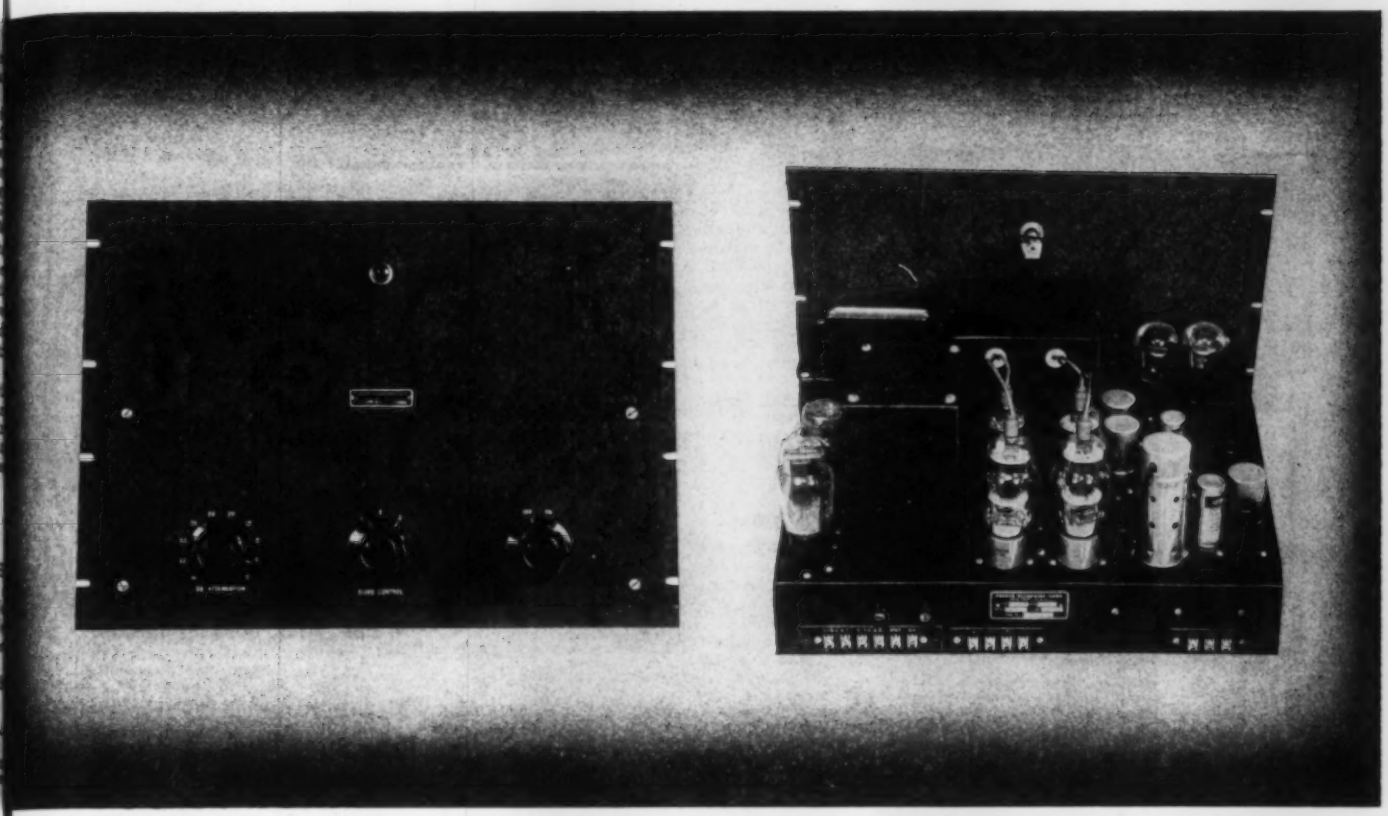
GOING AND GROWING

KQV's coverage of Pittsburgh has made it the standby of local merchants—many have used it continuously for ten years and more. That's the real competitive test of a station. Now under new ownership—with an enhanced staff of top-flight men—KQV adds to its thorough coverage an aggressive policy of strong local cooperation with its advertisers. Keep your eye on KQV—it wraps up Pittsburgh for you—it gives you service—it's *going places!* • **Allegheny Broadcasting Corp., Pittsburgh 19, Pa.**

National Representatives: SPOT SALES, Inc.

Considering Cost, Coverage and Cooperation
YOUR BEST RADIO BUY IN PITTSBURGH

No. 1 Station in a No. 1 Market
KOIN
PORTLAND, OREGO
CBS Affiliate
FREE & PETERS • National Representa



You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous records. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feed back circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) "NBC ORTHACOUSTIC" recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

PRESTO RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

Buy Bonds. Keep on Buying.
Keep 'Em Flying.

WINN

LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

Eiges Heads NBC Press; Knode Named Assistant

SYDNEY H. EIGES, acting manager of the NBC press department since resignation of John McKay Dec. 15, has been named manager of the department, Frank E. Mullen, NBC vice-president and general manager, announced last week.

Thomas P. Knode, manager of the NBC Washington press department, has been named assistant manager in New York. Mary Cavanagh, of the WRC Washington news staff, replaces Mr. Knode. Dwight B. Herrick, acting manager of the network public service department has been named manager.

E. L. Bragdon, NBC trade news editor, joins RCA's department of information about Feb. 1. Allen Kalmus, of NBC's press staff, takes over trade news duties.

Charles Leslie Adams

CHARLES LESLIE ADAMS, 44, conductor of the walkie-talkie *Man-on-the-Street* on KFAC Los Angeles, was found dead in bed at his home Jan. 5. Death was apparently due to natural causes. He had been in radio since 1923, having started on KFI.

Hergonson Named

ROBERT W. HERGONSON, formerly radio producer at Foote, Cone & Belding, New York, has been appointed program director of WINS New York, replacing Mary Daly, who will be retained as his assistant.

BEHIND the MIKE

ROBERT W. LeMOND, former CBS Hollywood announcer, now manager of the Armed Forces Radio Service station at Noumea, has been promoted from warrant officer (jg) to 2nd lieutenant. Lt. LeMond is also assistant to the officer in charge of the Mosquito Network of four AFRS stations in the South Pacific.

ALBERTO GANDERO, chief of Spanish announcers in NBC's international division, has been appointed head of the Spanish division. **EMILIO DE TORRE**, on the Spanish announcers' staff, succeeds Mr. Gandero.

JOHN THORNTON, trans-Pacific bureau chief of MBS news division in San Francisco, will be relieved temporarily by **ED PETTIT**, assistant to **JOHN WHITMORE**, MBS news head in New York. Mr. Thornton, recuperating from an illness, soon will be brought to the New York office for a time upon his recovery.

CHARLES F. McCARTHY, NBC news commentator and announcer, is the father of a boy. Mrs. McCarthy is the former **DIANA CARLTON**, radio and stage actress.

ROBERTA BARRETT, freelance, has replaced **JOHN MITCHELL** as head of the play reading committee of NBC. Mr. Mitchell is now script editor of the Blue and assistant to **STUART BUCHANAN**, script division head.

CLARENCE STOUT Jr. has joined WAOV Vincennes, Ind., as parttime announcer. **NEAL Van ELLS**, former staff announcer at WIRE Indianapolis, has returned to WAOV as program director. **WILLIAM M. WINN**, staff announcer at WJTN Jamestown, N. Y., prior to his induction into the Army, is now announcing parttime at WAOV.

JOHN C. DUVAL, news analyst at WFBL Syracuse, on Dec. 30 married **SARA DOOLITTLE MINARD** of Fargo, S. D.

Putnam to Pacific

1st LT. GEORGE F. PUTNA USMCR, former NBC news a special events reporter, is now the Pacific Area as liaison offic to Armed Forces Radio Servi He is making a survey of ra needs of Marine Corps units ov seas, as part of the Marine Cor plans to participate more activ in AFRS [BROADCASTING, Oct. Until last March Lt. Putnam w m.c. of the *Army Hour*.

GEORGE P. HERRO, former member the publicity dept., Blue Network cen division and before that assistant ra news editor of *The Milwaukee Journal*, t been appointed radio director and assist public relations director of the newly e panded Hospital Service Plans Commissi Chicago.

LESLIE SMITH, released by the Ar and formerly in radio, has joined announcing staff of WSAZ Huntingt W. Va.

DICK JOY, with Army discharge, h resumed Hollywood free-lance announci It was erroneously announced he h joined the Blue Hollywood announci staff.

LYNN BURDGE, new to radio, jo WAAT Newark as assistant to ROLA TRENCHARD, publicity director. She places **JULIE BRAVERMAN**, who resigned and was married Jan. 14 to HE MAN HILLARD GILBERT.

BUD SWANTON, in Blue Hollywood traf department, has been shifted to the n work's production staff.

MAURICE SPITALNY, brother of Pi and Leopold Spitalny and formerly mus director of WTAM Cleveland, has be retained as music director of KQV Pitt burg. Mr. Spitalny will assemble a n orchestra for KQV.

TOM CRAIG, formerly with WIZE Sprin field, O. and WSAI Cincinnati, has join the announcing staff of WHIO Dayton,

JEAN FLINNER has been transfer from the Washington office of the W Adv. Council to New York where s serves as staff manager and continues handle food, cadet nurses and securit campaigns.

MORTIMER S. DANK, formerly on C shortwave news writing staff, has be made day editor of the shortwave ne department succeeding **EDWARD M CHELSON**, who has resigned to accept executive post at Reynal & Hitchcock In New York, publishers.

JEAN BAER, formerly in the Mutual pu licity department, has joined Air Featur Inc., New York, as publicist.

KEN POWELL, announcer on Jane Cow WOR-Mutual program and heard on oth WOR New York programs, is the fath of a boy.

SYD WALTON, moderator of *Commen tator's Round Table* on WHN New Yo has been chosen honorary morale offi of an Army Air Force ba e in the Ph ippines. Mr. Walton supplies materia the GIs in the Pacific for their own roun table discussions and is preparing a fo mat of his WHN program for the use GIs throughout the world.

HARRY WOOD, announcer of WC Chicago, will be inducted into the Ar Jan. 19.

MIAMI

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

WIOD MIAMI

James M. LeGate, General Manager

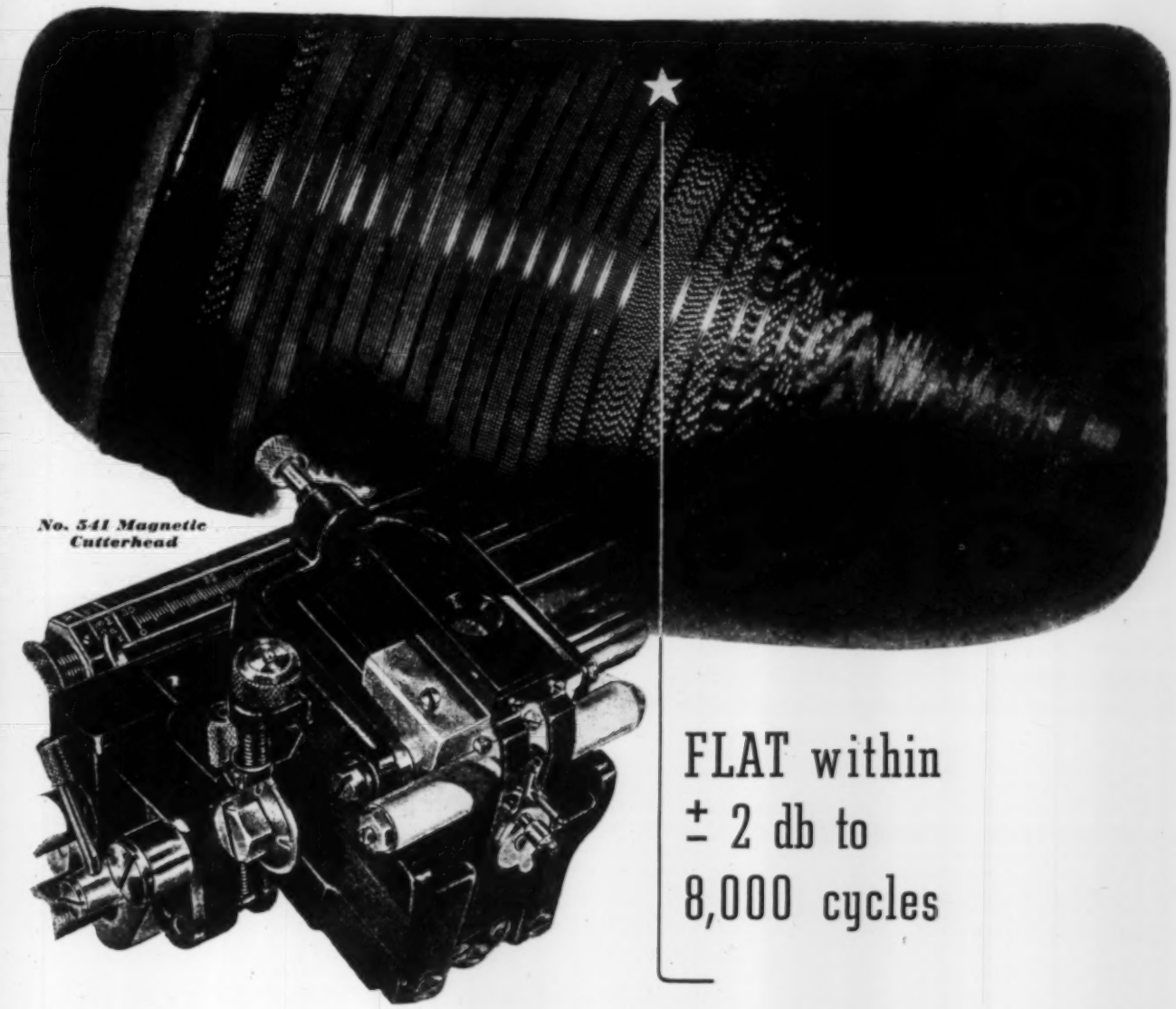
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
5,000 WATTS * 610 KC * NBC

KQ PHOENI 550 KC CBS

JOHN BLAIR & COMPANY

KEY STATION: The Arizona Network
AFFILIATE STATION WES CHICAGO

SOUND EQUIPMENT — ***precisionized*** — **mechanically and electronically** — ***for finer performance***



No. 541 Magnetic Cutterhead

FLAT within ± 2 db to 8,000 cycles

Reproduced above is an actual photograph of a *light* method frequency pattern. The inside, the wide midway and the outside band are 1,000 cycle reference bands. Starting at 1,500 cycles, at the midway reference band, the succeeding outward bands increase by 500 cycle increments to 8,000 cycles.

Measurements by standard formula will show that all variations in frequency strength are within ± 2 db.

Narrowing frequency bands, from 1,000 down to 50 cycles in the bass, indicate a controlled power decrease — by means of a *network* in the electrical circuit of the Fairchild Magnetic Cutterhead.

Standard playbacks, in turn, increase these lowered frequency strengths by like amounts. This artificial equalizing prevents wide amplitudes in the bass and results in a flat playback.

Controlled freedom from distortion up to 8,000 cycles permits the Fairchild Magnetic Cutterhead to provide the finest possible full volume recordings of today's 6 to 7,000 cycle AM and higher cycle FM broadcasts.

Standard with the No. 539 Fairchild Recorder, the No. 541 Magnetic Cutterhead can easily be adapted to earlier Fairchild models and many other types of recorders. Descriptive and priority data are available. Address *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA AND INSTRUMENT CORPORATION

SOUND EQUIPMENT

WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

MARCEL OUIMET and **PETER STURSBERG**, Canadian Broadcasting Corp. war correspondents, are presently on leave in Canada at Montreal and Vancouver, respectively, and will make lecture tours during part of their time in the Dominion. Mr. Ouimet has covered all European theatres for the CBC French broadcasts, and Mr. Stursberg has been mainly on the Italian front.

DAVE LILLWALL, formerly of CJIC Sault Ste. Marie, Ont., has joined the announcing staff of CKSO Sudbury. **KEN ARDILL**, formerly of CKSO, has joined the announcing staff of CHML Hamilton. **HARRY B. WITTON**, program and promotion manager of CKSO, has resigned.

ED LUTHER, released from the RCAF as an instructor pilot, has joined the announcing staff of CFRB Toronto.

MAJ. DICK DIESPECKER, chief radio liaison officer, public relations section, Canadian Army, has returned to CJOR Vancouver, following his retirement from the Canadian Army.

GUY RUNNION, for four years newscaster at KMOX St. Louis, has been named news editor, replacing **RICHARD E. FISCHER**, who has returned to WHAS Louisville as program manager.

MAURICE BARRETT, former production director of WHN New York for nine years and later with Harry S. Goodman Radio Productions, has joined **WHOM** New York as production director.

WYNN HUBLER, who conducts *Your Neighbor Lady* on KRNT Des Moines, WNAX Sioux City-Yankton, was married Jan. 3 to S2/c **HARRY L. SPEECE**.

JAMES P. BOYSEN, formerly of WTCN Minneapolis, has joined the announcing staff of WTMJ-WMFM Milwaukee. **WILLIAM O. TULLOCH**, new to radio, also has joined WTMJ-WMFM.

MABEL THOMPSON is a new member of the continuity staff of WWL New Orleans.

ETHEL M. BELL, freelance writer and former radio coordinator for the Southern California Broadcasters Assn., has joined KPO-NBC San Francisco as a producer.

EDWARD BURKE, formerly a reporter on the *San Francisco Chronicle*, has joined the news staff of KGO San Francisco.

BARBARA KINNEY, advertising manager of Schwabacher-Frey, San Francisco, has joined the sales promotion staff of KGO San Francisco.

JOHN SAGE, formerly of KYA San Francisco and KGDM Stockton, has joined KROW Oakland as announcer.

Franchey Moves

WILLIAM A. FRANCHEY, radio copy chief of Russel M. Seeds Co., Chicago, has joined McCann-Erickson, New York, in the same capacity. He succeeds Fred Blumenschien, who joined Lennen & Mitchell, New York, as head of the radio commercial department, a new position.

STANLEY C. FARNSWORTH, formerly in radio in Los Angeles and Hollywood, has joined the continuity staff of KSL Salt Lake City.

JOHN LESLIE, assistant newscaster at WOW Omaha, has been named chief announcer. **MERRILL WORKHOVEN**, formerly of Sioux Falls, S. D., is a new addition to the WOW announcing staff.

JACK RYAN, sports commentator of WFIL Philadelphia, is the father of a boy.

JACK SCANLON, announcer of KYW Philadelphia, has resigned to accept a position with WOR New York.

SGT. MITCHELL F. STANLEY, announcer of WINN Louisville, is the father of a boy.

GEORGE TOMLINSON, formerly with WDRC Hartford, Conn., has joined the announcing staff of WHYN Holyoke, Mass.

PAUL COBURN, announcer at KVNU Logan, Utah, for two years previous to 1941, returns to the station following release from the Army to take over the KVNU production department.

CAPT. BOB KESTEN, Royal Canadian Corps of Signals, formerly of CKWS Kingston, is now in Holland with the Canadian Army in charge of the Canadian mobile broadcasting station attached to the 21st Army Group.

JACK LAWRENCE, former sportscaster of WFTL Miami and WNEW New York announcer, and **WINSLOW PORTER**, recently WINS New York announcer, have joined the announcing staff of WLIB New York. Mr. Porter has served on the announcing staffs of WMEX WRUL WORL Boston and as program director of WNAB Bridgeport and WINC Winchester.

RAY BUFFUM, former program director of KPO San Francisco, has joined the KNX Hollywood production staff.

Agencies

FREDERICK P. REYNOLDS Jr., for research supervisor on the General F account at Young & Rubicam, New Y has been appointed research director Geyer, Cornell & Newell, New York, replaces William Harrington, resigne

ROBERT C. DISERENS, former assis account executive on the Procter & G ble account with Compton Adv., York, has joined Doherty, Clifford & S field, New York, as assistant account ecutive on the Bri tol-Myers account. oline Woods, copy writer, has shifte DC&S from Young & Rubicam.

BERGIT C. REDMOND, formerly on space-buying staff of the Biow Co., York, has joined Grey Adv., New Y as a copywriter in the radio departme

LARRY WEBSTER, Vancouver, been appointed manager of the Vancou office of Harry E. Foster Agencies Toronto.

W/COMDR. E. G. MacPHERSON, cently retired from the RCAF, has appointed western Canadian supervisor the offices of J. J. Gibbons Ltd. Before war he was vice-president and Saskat wan manager of the agency branches

HARRY Q. SCOTT, formerly execu of Leland Hayward Inc., New York, joined the Bender-Ward Agency, H wood talent service, as radio director

ORAN NANCE Jr., publicity director C. P. MacGregor Transcription Co., Angeles, is the father of a boy.

MARVIN HARMS and Robert G. Wi vice-presidents of Hill-Blackett & Chicago, were admitted as general p ners of the agency last week. Both been with Mr. Blackett eight years.

LEO P. BOTT Jr., former account ex tive of BBDO, Buffalo office, has appointed to the same post with Ar Myerhoff & Co., Chicago.

CHARLES M. DE LOZIER, former pu tion manager of WMAL Washington, joined the creative staff of Henry J. K man Adv. Agency, Washington, and Green, for many years with the Gov ment Printing Office, this month wil come head of the agency's production partment.

LINDSAY MacHARRIE, New York duction manager, Blue Network, in ruary joins Young & Rubicam, New Y as director for *We the People* on CBS placing Joseph Hill, named Y&R s story editor.

HENRY FLARSHEIM, former vice-p dent of Phil Gordon Agency, Chicago joined Goldman & Gross, Chicago account executive.

LAWRENCE W. NOLTE, recently a tenant colonel in the Army, has j Needham, Louis & Brorby, Chicago account executive. He was in charg advertising and marketing activities the American Dry Milk Institute be joining the Army.

ARNOLD MAGUIRE, Hollywood pro of Foote, Cone & Belding, has been pointed television manager of that Agency plans call for extensive exp into television field, according to E Cashman, vice-president of Hollywood erations, with maintenance of departm in both Hollywood and New York. A. Rickenbacker is in charge of t television operations.

SPOT SAYS, *"BOY, ARE WE CORNY—YEP, 286 MILLION DOLLARS WORTH!"*

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

YOU MAY BE ABLE TO "BIRL" FOR THREE HOURS*—

BUT—YOU CAN'T ROLL PAST THAT BLANKET OF FADING, INTO WESTERN MICHIGAN!

We're not "log-rolling" for anybody when we tell you, out and out, that Western Michigan can't well hear Chicago or Detroit stations. Fading simply *prevents* clear reception.

You may be making out very nicely without listeners in Grand Rapids, Kalamazoo and Western Michigan—but if you *want* them you'll have to use Western Michigan outlets.

That's the situation . . . and it will stand until some genius figures out a solution to the fading problem. WKZO in Kalamazoo and WJEF in Grand Rapids —both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice *for real coverage* in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

** Two men lasted for three hours and fifteen minutes, before one fell, in a log-rolling contest at Ashland, Wis., in 1900.*

WKZO
CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

WARREN A. BRUCE, former advertising and sales promotion manager of Brewer-Titchener Corp., Cortland, New York, has joined Butler Adv., New York, as head of the creative and service staff, a new position.

ROLAND JACKSON, copy writer of the McCarthy Co., Los Angeles, has joined Buchanan & Co. He replaces Lee Roberts, now at Hillman-Shane-Breyer.

MARY HARRIS, radio producer and editorial assistant to Carol Irwin, head of daytime radio at Young & Rubicam, New York, left last week for Y & R's Hollywood office to serve as producer of the General Electric Co. *House Party* on CBS.

ELLIS L. REDDEN, former advertising and sales promotion manager of National Radiator Co., has joined McCann-Erickson, New York, as assistant to Howard Korman, vice-president of merchandising and sales promotion.

ELAINE CARRINGTON, serial writer, is being feted as one of her shows, *Pepper Young's Family*, Jan. 15 enters its tenth year of continuous broadcasting on NBC for Procter & Gamble Co. Program started as a weekly sustainer on NBC in the fall of 1932, acquired Beechnut Packing Co. as sponsor and changed title to *Red Davis* Aug. 25, 1933, and Jan. 13, 1936, began for Procter & Gamble. Agency is Pedlar & Ryan, Inc. New York.

WALTER K. McCREERY, vice-president and general manager of Allied Adv. Agencies, Los Angeles, has resigned.

JEAN DANIELS, former assistant advertising manager of Brooks Clothing Co., Los Angeles, has joined Bayard & Eccleston Adv. as account executive. Kay Johns has joined the agency as production manager.

VERNON S. WEILER Adv., Chicago, has moved from the Mdse. Mart to larger quarters at 664 N. Michigan Ave. Telephone remains Whitehall 5341.

FOUR western Canadian stations represented in eastern Canada by Radio Representatives Ltd., Toronto and Montreal, are now represented in Western Canada by the Winnipeg office of H. N. Stovin & Co. They are CFCN Calgary, CFRN Edmonton, CFQC Saskatoon, and CKPR Fort William.

Wylie Named Supervisor Of Production for Y & R

MAX WYLIE, author and formerly head of production and creative writing of N. W. Ayer & Son, New York, has joined Young & Rubicam, New York, as a production supervisor. Previously Mr. Wylie was vice-president in charge of radio for Blackett-Sample-Hummert Inc., Chicago and prior to that, in 1942, was script editor for CBS. Mr. Wylie's position at N. W. Ayer has not yet been filled.

John D. Postlethwaite, Richard J. Honeychurch and John S. Greir have joined the Y & R merchandising staff. Mr. Postlethwaite was formerly associated with the general merchandise office of Sears, Roebuck & Co., Chicago, and prior to that was in the New York office of Montgomery Ward & Co. Mr. Honeychurch has been associated with the Fleischmann Co. and Standard Brands in grocery and bakery sales and merchandising capacities for 20 years. Mr. Greir was formerly a member of the advertising staff of *Red Book* magazine for six years and prior to that was business manager for *Liquor Store and Dispenser Magazine*.

Y&R London Office

YOUNG & RUBICAM has announced opening of a London office at 24 St. James' St. with George D. Bryson named as managing director. Directors of the London office of Young & Rubicam Ltd. are: Raymond Rubicam, Sigurd S. Larmon, L. N. Brockway, J. H. Geise, C. L. Whittier, and Lorimer B. Slocum.

RALPH T. SMITH (left), forme copy chief of Duane Jones Co., N York, receives congratulati from the agency's "proprieto Duane Jones, on his election general manager of the agency

Wade Names Miller

CHESTER MILLER, for the p three years head of his own b ness in Chicago, has been nam radio director of Louis E. W Inc., advertising agency, Ft. Wa Ind., according to an announc ment by Louis Wade, president the agency. Mr. Miller during past 10 years has had experie in sales, continuity and produc at WHBU Anderson, Ind.; WI Indianapolis; WMBD Peoria, and WLS Chicago.

Trommer Change

JOHN F. TROMMER Inc., N York, for beer, beginning Jan. supplements its twice-weekly ning sponsorship of *Answer M* on WOR New York with a thr weekly 12:45 p.m. broadcast as ries starts a six-weekly daytr schedule in addition to a Mond through-Saturday night run various sponsors. Trommer's s schedule includes WGNY N burgh, N. Y., and WPAT Paters N. J. Agency is Federal Adv., N York.

AMP Signs Three

MUSIC licensing agreements h been completed between the Associ Music Publishers Inc. and KS Jamestown, N. D., KBND Bend, O and KLPM Minot, N. D., and tended with KALE KFJI KF KFSD KFXJ KFYR KGCU KG KMA KMYC KOL KOIN KP KROY KSL KSTP WAVE WC WCBS WCOS WEIM WFBR WF WGH WGN WHAM WHBC WH WLW WSAI WMOB WNAX WO WSGN WSIX WTAR WTMJ WT WWJ KATE.

WJLS

BECKLEY, WEST VIRGINIA

Expands its market..*

*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).

now at 560 *on the dial*

CBS NETWORK

Represented by Burn-Smith

BLUE NETWORK

WFM

YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in your telephone service

RESEARCH, in the Bell Telephone System, has always been an expanding activity, growing with the scientific knowledge of the times and contributing to that knowledge. Upon it have been based important inventions and developments.

The telephone, itself, was invented in the laboratory where Alexander Graham Bell was carrying on researches in speech and hearing and laying the foundation for the electrical transmission of speech. As time went on the telephone research program expanded to cover every science which gives any promise of improved telephony and every engineering art which applies to the development, construction, installation and operation of telephone facilities.

These researches and development studies now cover electrical communication of speech—both by wire and by radio—the transmission of pictures (television)—and many important projects for war.

There Is No End to Progress

Every new research gives rise to new inventions and to new lines for development and design. New inventions indicate new lines for more research. Research and development work, invention and design go hand in hand. In the early years, this work was carried in part by the American Telephone and Telegraph Company and in part by the Western Electric Company, the manufacturing unit of the Bell System.

For many years, however, this work has been assigned to a specialized unit, Bell Telephone Laboratories, Incorporated. Theirs is the responsibility for the technical future of the industry. They carry their developments from the first faint glimmerings which basic researches disclose to the final design of equipment and the preparation of specifications for its manufacture. And after manufacture and installation, they follow their products in operation; and continue development work to devise still more perfect equipment, less expensive, more convenient and of longer useful life.

These policies and procedures of Bell Telephone Laboratories are distinguished by two characteristics. In the first place the Laboratories design for service. The consideration is not the profit of a manufacturer through first sales and replacement models but the production of equipment which will give the best service at the lowest annual cost when all factors are considered, such as first cost, maintenance, operation, and obsolescence. The Laboratories make no profit and the equipment they design is owned and used by the telephone companies; and the emphasis is upon that use.

Organized Co-ordinated Research

In the second place the Laboratories design always with reference to the complete communication system in which the particular equipment is to play a part.

Reliable, economical telephone service, which is the product of its efforts, is not so much an assemblage of excellent apparatus as it is an excellent assembly of co-ordinated equipment—all designed to work together reliably and economically for a larger purpose.

It is not enough that Bell Laboratories shall design a new piece of electronic equipment which has merit or a new cable or telephone receiver. They must design with reference to all the other parts of the communication system so that the co-ordinated whole will give the best possible service.

4600 People in Bell Laboratories

Bell Laboratories contributions to the Armed Forces derived in large part from the technical background that the Laboratories had acquired through their steadily maintained program of research. The Laboratories had special knowledge, skill and techniques which could instantly be diverted to war problems.

At the time of Pearl Harbor, over a quarter of the 4600 people in the Laboratories had twenty or more years of service. This breadth of background made possible many engineering developments outside the strict field of communication and these have been of value to the Armed Forces. So far the Armed Forces and the O.S.R.D. have engaged the Laboratories on over a thousand major projects. The majority of these assignments have been completed; and have contributed to our victories on many fronts.

Most of the Laboratories developments, of course, have been in the field of electrical communication. Communication, not simply between individuals as in ordinary telephony, but between mechanisms—as in the electrical gun director. The Laboratories techniques and electronic researches have produced many secret weapons for our country's Armed Forces.

Leader in Electronic Development

For those problems the Laboratories had a remarkable background of experiences in research and development. In World War I, they pioneered by developing radio telephone systems for talking between planes and between planes and ground stations. They also contributed methods and devices for locating enemy planes, submarines, and artillery.

In this war, Bell Laboratories have pioneered in the field of electronics. The Western Electric Company, which manufactures the designs of the Laboratories, is the largest producer of electronic and other war communication equipment in the United States and is now engaged almost exclusively in the manufacture of this equipment.

In war, Bell Telephone Laboratories devote their work to the needs of our Armed Forces. In peace, they are constantly exploring and inventing, devising and perfecting for continued improvements and economies in telephone service. Centralized research is one of the reasons this country has always had "the most telephone service and the best at the least cost to the public."

BELL TELEPHONE LABORATORIES

Powerful Popular

WCAO

The Voice of Baltimore

★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

Radio Advertisers

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa. has named Donald J. Huenink, formerly in the re earch department of Continental Can. Co., as plant manager. Agency for Chef Boy-Ar-Dee Quality Food Products is McJunkin Adv., Chicago.

PHILHARMONIC RADIO Corp., New York, has appointed St. Georges & Keyes Inc., New York, to handle advertising. Radio, newspapers, magazines and trade papers will be used.

LOUIS MILANI FOODS, Chicago, on Dec. 18 began six spot announcements weekly on WCFL WIND WAIT Chicago. Till forbid contracts were placed by Kalom Adv., Chicago.

Air-Wick Drive

SEEMAN BROS., New York, for Air-Wick, a household deodorizer, last week started a spot radio schedule which includes initially 35-word announcements on stations in six markets, with plans under consideration for further expansion. Agency is William H. Weintraub & Co., New York.

ALASKA CHEMICAL Corp., New York, fur dressers and dyers, has appointed Charles M. Storm Co., New York, to handle advertising. Radio will be used as well as an expanded campaign in newspapers, magazine and trade publications.

NATIONAL MUSICAL String Co., New York, has appointed Charles M. Storm Co., New York, to handle advertising. Company plans a considerable advertising program in radio, magazines and trade papers.

CAMPUS CHRISTIANS, Los An (transcriptions, library service), has pointed Western Adv., Los Angeles, handle its advertising.

FEWEL & Co., Los Angeles (investm securities), new to radio, on Jan. 1 sta sponsoring a six-weekly newscast s ule on KFAC Los Angeles. Contrac for 13 weeks, with placement th Elwood J. Robinson Adv., Los Ang

COUGHLIN BROS., division of Gum P ucts Inc., East Boston, Mass. (che gum and cough drops) has named nett, Walther & Menadier Inc. as a tising representatives. Radio is said t considered.

DAWE'S PRODUCTS Co., Chicago (c min products), has named Western Agency, Chicago, as advertising repr tative. Radio is said to be considered.

INTERNATIONAL PLASTIC C Morristown, N. J. (plastic tapes, s tapes), has named N. W. Ayer & New York, as advertising representati

ROSAL Ltd., Philadelphia (perfu has appointed Seberhagen Inc., Phil phia, as advertising agency.

ETHEL SERFAS KLINGMAN has appointed assistant advertising ma of the Pennsylvania Salt Mfg. Co., P adelphia.

THE FAIR STORE, Chicago (d store), on Jan. 9 will begin sponso of *The Fair's Home Advisory Fo* quarter-hour show heard Tuesday WCFL Chicago. Effective Jan. 11 spo will switch time of *Parents Magazine the Air* from Sunday 3:30-3:45 (CWT) to Thursday 9:45-10 a.m. WCFL. Contracts for 52 weeks placed by Ivan Hill Adv., Chicago.

DAGLISH (Ont.) Ltd., Toronto (J cleaner), has started weekly transc drama programs on 15 Ontario sta and thrice-weekly programs on 5 On stations. Account was placed by Laren Adv. Co., Toronto.

LIFE UNDERWRITERS ASSN. of C ada, Toronto, has started quarter transcribed programs on a numbe Canadian stations. Account was place MacLaren Adv. Co., Toronto.

STARKMAN CHEMISTS, Toronto scription chemists), have started newscasts at 1 and 2 a.m. on CKEY ronto, said to be the first time such morning newscasts have been spons in Canada. Account was placed by Smith & Son, Toronto.

J. A. MARVEN Ltd., Moncton, N. B. cuits), has appointed Harold F. Stan Ltd., Montreal, as agency.

E. J. BRACH & SONS Inc., Chicag using Hill Blackett & Co., Chicag agency for *Swing's the Thing*, not Sch mer & Scott, as incorrectly reporte last week's issue of BROADCASTING

WHITE ROCK Mineral Springs Co., York, recently acquired by the Nat Distillers Products Corp., New York appointed Kenyon & Eckhardt, New Y to handle advertising.

ANCHOR HOCKING Glass Corp., caster, O. (container and closure divi has appointed Gri wold-Eshelman Cleveland, as advertising agency.

PETER HAND BREWERY Co., Chi on Jan. 1 renewed sponsorship of the lowing shows on WGN Chicago: *Jo Jane*, Monday through Friday; *Bo Drummond*, Monday; *The Crime Fi Flamond*, Tuesday; *Mystery House*, day; *Say It With Music*, Tuesday-T day-Saturday. Contracts for 43 weeks placed by Mitchell-Faust Adv., Chica

And You Can Reach It Now!!

★ DAYTON, OHIO— one of the key war production centers of the nation.

FOR "BUSINESS GETTING" COVERAGE IT'S WHIO IN DAYTON.

WHIO

5000 WATTS
1290 ON THE DIAL

A BASIC CBS STATION
UP-INS-PA NEWS COVERAGE

G. P. Hollingbery Co., Representatives
Harry S. Cummings, Southeastern Representative

WRITE FOR FACTS & FIGURES

AP

WMIN, St. Paul, Minn.

. . . without question AP is the best news service which WMIN has ever used.

Frank M. Devaney
Ass't General Manager

available through
PRESS ASSOCIATION, Inc.
50 Rockefeller Plaza
New York, N. Y.

…EMARY L. JONES, with WMAZ Ma… Ga. five years, has joined Rich's, …anta department store, to do daily …dope Pen broadcasts and to direct the …e's radio activities.

…CORD Rendezvous, Cleveland, has …med Ohio Adv., Cleveland, to handle …ertising for phonograph records, needles …albums. Radio may be used.

…NNETH WEBSTER, midwestern dis… sales manager of Wildroot Co., Buf… has resigned to become national sales …ctor of Con olidated Hair Goods Co., …ago (Fij-Oil).

…MA LINDA FOOD Co., Arlington, Cal., …ising home economics programs, on … 8 for 13 weeks started thrice-weekly …icipation in *Art Baker's Notebook* on … Los Angeles; *Kitchen Kollege* on …WB Hollywood; *Friendly Homemaker* … KROW Oakland, twice weekly in …man's *Magazine of the Air* on KPO … Francisco. Weekly participation is … used in *Homemaker's Hour* on KMJ …ano. Elwood J. Robinson Adv., Los …eles, has account.

…REST LAWN Life Insurance Co., …dale, Cal., on Feb. 4 starts weekly …rter-hour transcribed *Strange as It …ms*, on KECA Los Angeles. Contract is … 52 weeks. Other radio is planned. …ncy is Dan B. Miner Co., Los Angeles.

…EBACH'S, New York, low-priced la… apparel store, is resuming radio …rtising Jan. 15 with a five-weekly five-…ute news period on WABC New York. …ncy is Grey Adv., New York.

…ST FOODS Inc., New York, for vari… products has purchased a thrice-weekly …rter-hour news program by Warren …ney on WABC New York through …son & Bowles, New York.

…AMPLAIN OIL PRODUCTS, Mon…l, plans to start in February a number …radio programs on Quebec stations. …ent is being handled by Harold F. …nfield Ltd., Montreal.

…ST NATIONAL Bank & Trust Co., …sas City, Mo., sponsors of the Big Six …ball games the past season, have signed … Richard Harkness news commentaries …5-10:30 p.m. on WDAF Kansas City.

…ERLITZER Co., Chicago, began spon…ship Jan. 8 of 11 live spot announce…ts weekly on WJR Detroit and CKLW …dsor, Ont. Contract for 52 weeks was …ed by Schwimmer & Scott, Chicago.

…LCO OIL Co., Chicago, Jan. 1 started …ot announcement campaign of 13 spots …ly for 17 weeks on WGES Chicago. …ncy is United Broadcasting, Chicago.

…LIFORNIA Assoc. Products Co., Los …eles (Monterey Grape Juice Punch), … appointed Lockwood Shackleford Co., … Angeles, as advertising representative. …dio plans are said to be considered.

…WEY Products Co., Grand Rapids, …h. (Wal-Kleen), has named Wallace…man Inc., Grand Rapids, as adver…g counsel. Advertising plans are said …nclude radio.

…NJAMIN MOORE & Co., New York, …nt manufacturers, has appointed St. …ges & Keyes Inc., New York, to han… advertising. Although media plans have …been completed, network radio will be …

…ER RESTAURANT Assoc., New York, … appointed Lester Harrison Assoc., … York, to handle advertising. Tran…ed announcements will be continued …MCA New York. Future media plans …now being formulated.

TOPPS Restaurant, New York, has appointed Lester Harrison Assoc., New York, to handle advertising. Media plans have not been completed.

CIA. GESSY Industrial S. A., Sao Paulo, Brazil, has appointed McCann-Erickson, Sao Paulo and Rio de Janeiro, to handle Brazilian advertising for Minerva laundry soap. Radio and publications will be used.

GENERAL MOTORS do Brasil, South America, has appointed McCann-Erickson, Sao Paulo and Rio de Janeiro, Brazil, to handle all Brazilian advertising for Frigidaires.

UNIVERSAL MOTORS, Chicago, started a spot announcement campaign Jan. 8 for 10 spots a day for 52 weeks on WIND Chicago. Agency is United Broadcasting, Chicago.

PHILADELPHIA & READING Coal & Iron Co., Philadelphia, Jan. 1 on WCAU Philadelphia started sponsorship of a five-minute daily discussion of a topic of the day's news written by Vic Wilson of the *Philadelphia Record*, and delivered by Paul Phillips of the WCAU program department. McKee & Albright, local agency, placed the contract for 52 weeks.

Sarnoff, Grauer Honored

BRIG. GEN. DAVID SARNOFF, on leave as RCA president and Ben Grauer, NBC announcer, were among five awarded a certificate of achievement by the Tau Delta Phi, national inter-collegiate fraternity, at the annual dinner Jan. 6. Gen. Sarnoff, who was unable to attend the dinner, was cited for his 25 years as pioneer in the field of radio communications, for enlightened leadership of the radio industry and for special contributions through the application of radio and electronics to military communications. Mr. Grauer's certificate commends him for meritorious public service including special War Bond work and his handling of election returns on the air.

...Another of the Nation's Leaders Using the Blue Network!

Beauty aid to the nation's ladies ... Jergens also charms the ears of America over the BLUE each Sunday night with Walter Winchell, Louella Parsons and Hollywood Mystery Time to give its Hall Mark of Quality to The BLUE network.

How You Can Join the "Blue Book" of Radio on the Pacific Coast

Forty-five's *another* BLUE year with such tradition-smashing innovations to help you soar to the top as—"Jumbo Tickets" for broadcasts..."Line Blocked Time" to help avoid preemption by national advertisers. Yes, '45's really important. Re-conversion is imminent. Sales competition will return tougher than ever. Pacific Coast Advertisers with time on the young, virile, hard-hitting Pacific Blue Network will find sales results easier. But, good times still available are going fast! So, come see us now in...

New York • Chicago • Hollywood
San Francisco
Detroit • Pittsburgh

PACIFIC BLUE NETWORK

For twenty-two years wise advertisers have been using the WOAI brand to turn their products loose over the station's 50,000-watt clear channel to range the key market area of the great Southwest.

And it's mighty profitable business for these advertisers, because—year after year—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS - - - - - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - - - - - MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

0,000 WATTS
BS

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L.B. Wilson STATION

this is
WDOD
the
STATION
IN
Chattanooga
•
CBS
•
5,000 WATTS
DAY AND NIGHT
ACCORDING TO EVERY HOOPER the overwhelming CHOICE OF CHATTANOOGA LISTENERS
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

Gross Income of Blue Network in 19 Found to Be Up 66.3% Over Last Ye

GROSS time sales of the Blue Network during 1944 totalled $41,356,129, including $411,500 for political sales, the Blue reported last week. Figure represents an increase of 66.3% over the 1943 gross of $24,869,948.

Leading Blue advertiser for 1944 was the Coca Cola Co., whose purchases grossed $3,720,994. Ford Motor Co. was next with $2,710,000; followed by Kellogg Co., $2,259,120; Miles Labs, $1,828,699; General Mills, $1,726,506; Procter & Gamble Co., $1,456,017; Socony-Vacuum Oil Co., $1,351,673; Swift & Co., $1,257,138; Quaker Oats Co., $1,219,942, and Sherwin-Williams Co., $986,630.

J. Walter Thompson Co. was the agency placing the most business on the Blue last year, with gross billings of $6,100,528. Then came D'Arcy Adv. Co., $3,720,994; Compton Adv. Inc., $3,224,157; Kenyon & Eckhardt, $2,259,120; Wade Adv. Agency, $1,828,699; Young & Rubicam, $1,731,605; Warwick & Legler, $1,511,077; Sherman & Marquette, $1,057,752; Dancer-Fitzgerald-Sample, $1,029,412; Hill Blackett & Co., $914,599.

Blue billings by month follow:

Month	Amount
January	$2,895,700
February	2,799,504
March	3,080,398
April	3,161,738
May	3,327,599
June	3,172,048
July	3,366,504
August	3,488,298
September	3,629,402
October	4,214,581
November	4,082,115
December	4,138,242

American Broadcasting Co. (Blue) Billings by Agencies

J. Walter Thompson Company	$ 6,100,528
D'Arcy Advertising Co., Inc.	3,720,994
Compton Advertising, Inc.	3,224,157
Kenyon & Eckhardt, Inc.	2,259,120
Wade Advertising Agency	1,828,699
Young & Rubicam, Inc.	1,731,605
Warwick & Legler, Inc.	1,511,077
Sherman & Marquette, Inc.	1,057,752
Dancer-Fitzgerald-Sample	1,029,412
Hill Blackett & Company	914,599
McCann-Erickson, Inc.	889,161
Schwimmer & Scott Advertising Agency	888,644
Walker and Downing	886,901
Knox Reeves Advertising, Inc.	853,598
Lennen & Mitchell, Inc.	832,348
Foote, Cone & Belding	822,754
Aubrey, Moore & Wallace, Inc.	794,987
MacFarland, Aveyard & Company, Inc.	737,893
William Esty and Company, Inc.	657,764
Newell-Emmett Co.	576,455
Hutchins Advertising Co., Inc.	544,752
Leo Burnett Company, Inc.	488,556
N. W. Ayer & Son, Inc.	480,042
J. D. Tarcher & Co.	453,806
Small & Seiffer, Inc.	439,850
Raymond Spector Company, Inc.	439,268
Duane Jones Company	431,384
Batten, Barton, Durstine & Osborn, Inc.	430,616
Henri Hurst & McDonold, Inc.	429,008
The Biow Company, Inc.	415,146
H. W. Kastor & Sons Advertising Co., Inc.	356,065
Benton & Bowles, Inc.	346,261
Buchanan & Co.	326,709
Sayre M. Ramsdell Assoc.	304,934
Tracy-Locke Company, Inc.	287,780
Ted Bates, Inc.	286,361
McJunkin Advertising Company	266,761
Pedlar-Ryan & Lusk, Inc.	219,026
Keeling & Co., Inc.	198,028
Doherty, Clifford & Shenfield, Inc.	166,676
Critchfield and Company	164,643
Sherman K. Ellis & Company, Inc.	162,190
Pacific National Advertising Agency	157,097
Burton, Browne Advertising	147,528
Advertising & Sales Council, Inc.	125,868
Fuller & Smith & Ross Inc.	124,996
Emil Mogul, Company, Inc.	124,111
A. W. Lewin Co.	19
Glicksman Advertising Co., Inc.	19
William H. Weintraub & Company, Inc.	
Brisacher, Van Norden & Staff	
J. William Sheets	
Tucker Wayne & Company	
Hazard Advertising Company	
Franklin Bruck Advertising Corporation	
Donahue & Coe, Inc	
Maxon, Incorporated	
The M. H. Hackett Co.	
Pacific Coast Advertising Co., Inc.	
Roche, Williams & Cleary, Inc.	
United States Advertising Corporation	
Alfred J. Silberstein—Bert oldsmith Inc.	
Ruthrauff & Ryan, Inc.	
Glasser-Gailey & Company	
Erwin, Wasey & Co., Inc.	
Smith & Bull	
Raymond R. Morgan Company	
Rhoades & Davis	
Long Advertising Service	
Charles Sheldon Advertising Agency	
Elwood J. Robinson Advertising Agency	
Brooks Advertising Agency	
Robert Smith Advertising	
Courtland D. Ferguson Inc.	
George Wessell	
Geyer, Cornell & Newell Inc.	
Direct	
John Stover Advertising Agency	
Hillman-Shane-Breyer	
Little & Co.	
Reincke-Ellis-Younggreen & Finn Inc.	
O. E. Hopfer—Industrial Advertising	
Century Advertising Agency	
Total	$40,94
Political	41
TOTAL	$41,35

American Broadcasting C (Blue) Billings by Clien

The Coca-Cola Company	$ 3,72
Ford Motor Company	2,71
Kellogg Company	2,25
Miles Laboratories, Inc.	1,82
General Mills, Inc.	1,72
The Procter & Gamble Co.	1,45
Socony-Vacuum Oil Co., Inc.	1,35
Swift and Company	1,25
The Quaker Oats Company	1,21
The Sherwin-Williams Co.	98
Libby, McNeill & Libby	97
Bristol-Myers Company	95
Westinghouse Electric & Mfg. Co.	88
Esquire, Inc.	86
Philco Corporation	84
The Andrew Jergens Co	83
Allis-Chalmers Mfg. Co.	78
Carter Products, Inc.	73
Curtis Publishing Company	68
Lehn & Fink Products Corp.	57
RKO Radio Pictures, Inc.	56
A. E. Staley Mfg. Co.	55
Hall Brothers, Inc.	51
American Meat Institute	46
The Charles E. Hires Co.	46
Elgin National Watch Co.	47
McKesson & Robbins, Inc.	45
Larus & Brother Company, Inc.	45
Mail Pouch Tobacco Company	44
Sterling Drug Inc. (Cummer Products Company)	44
RCA Victor Division of Radio Corp. of America	43
Serutan Company	43
The D. L. Clark Co.	42
William R. Warner & Co., Inc. (Dr. Earl S. Sloan, Inc.)	42
Eversharp Inc.	39
O'Cedar Corporation	39
Williamson Candy Co.	39
The Wander Company	38
The Borden Company	38
The Welch Grape Juice Co.	37
The Reader's Digest Assn., Inc.	36
The Texas Company	36
Dr. Pepper Co.	36
General Foods Corp.	35
Manhattan Soap Co., Inc.	34
The Geo. W. Luft Co.	34
Sweets Co. of America, Inc.	33
Owens-Illinois Glass Co.	33
Hastings Mfg. Co.	32
Lockheed Aircraft Corp.	32
Wheeling Steel Corp.	31
Gum Laboratories, Inc.	31
Falstaff Brewing Corporation	30
Fisher Flouring Mills Co.	30
Raytheon Production Corp.	29
O'Sullivan Rubber Co., Inc.	29
Aluminum Co. of America	28
Trimount Clothing Co.	28
The National Board of Fire Underwriters	27

This is an alarm clock, the only ear-appealer in Cincinnati that commands more attention than WSAI in the morning, according to Hooper.*

(*May through September '44)

WSAI
A MARSHALL FIELD STATION
CINCINNATI 2, OHIO

...e Inc.	108,972
...rel Watch Co.	108,934
...f Boy-Ar-Dee Quality Foods, Inc.	103,110
...an Hat Stores, Inc.	101,988
...ion Products Corp.	99,450
...ner & Eddy Corp. (Alaska Pacific Salmon)	85,130
...W Fine Foods, Inc.	88,708
...way Stores, Inc.	83,185
...pto Mfg. Co.	82,768
...pte-Palmolive-Peet Co.	78,512
...erican Cyanamid Co.	77,359
...ndard Oil Co. of Calif.	75,740
...gendorf United Bakeries, Inc.	63,546
...ve Laboratories Inc.	60,954
...cham Mfg. Co.	55,488
... Oil Company	41,076
...son Sporting Goods Co.	35,687
...ay Worsted Mills.	35,588
...ier Brewing Co.	34,122
...e Van & Storage Company	29,088
... Mentholatum Company.	26,052
...r Fox Brewing Co.	24,042
...erican Home Products Corp.	24,012
...A. Moffett Company	23,010
...board Finance	21,854
...kin Studios	20,384
...son-Gray Packing Co.	15,860
...n H. Breck, Inc.	15,042
...rthwestern Yeast Co.	14,148
...kins Van & Storage.	13,110
...A. Folger & Company.	11,594
...shington State Apple Commission.	11,085
...tern Columbia Outfitting.	10,851
...mol Chemical Company.	10,345
...an Lee Company	10,260
...sion Company, Inc.	10,089
...shington Co-Operative Egg & Poultry Assn.	9,317
...ch Kelvinator Corp.	8,935
...ett & Co. Inc.	8,400
...ay Diet Food Company.	7,370
...n Company	6,840
...ee Foods	6,669
...lmar Products	5,910
...ace E. Dodge Boat & Plane Corp.	5,765
...r Glass Mfg. Corp.	5,472
...Tay Products Company.	4,608
...ficial Casualty Company.	4,246
...ite Products, Inc.	4,122
...ago Burlington & Quincy Railroad	3,948
... Sail-Off Mfg. Co.	3,675
...fic Guano Company.	3,146
...ry-Morse Seed Co.	3,074
...el-Wemmer-Gilbert Corp.	2,700
...e Paul Inc.	820
TOTAL	$40,944,629
...tical	411,500
TOTAL	$41,356,129

Cord Seeks Reno CP

...W STANDARD station for ...no, Nev. on 590 kc with 1,000 w ...d unlimited hours is requested ... an application filed with the ...C by Nevada Radio & Tele...ion Co., 100% interest in which ...held by E. L. Cord, owner of ...AC Los Angeles. President of ... company is Calvin J. Smith, ...sident and general manager of ... Los Angeles outlet. G. V. Lamb ... Carson City, Nev. is vice-presi...t; E. D. Neuhoff of San Gabriel, ..., secretary-treasurer, and A. ... Peters of Carson City, assistant ...retary-treasurer.

RADIO, PRESS NEWS EQUAL, HICKS SAYS

RADIO has grown up in foreign news coverage and its correspondents rank on a parity with those of the press, with all the former belittling attitude forgotten, George Hicks, war reporter of the Blue Network said last week on his first visit home since February 1943, when he went to London for the Blue. After a month's rest, during which his Sunday afternoon broadcasts for Scripto will be taken over by Gordon Fraser, Blue correspondent with the American forces in France, Mr. Hicks will return to the European theatre.

Mr. Hicks, whose broadcast of the Nazi strafing of the American invasion fleet, made the night of June 6 by film recording from the deck of the flagship, was an outstanding feature of radio's coverage of D-day, said that film recording is the best means achieved so far of bringing eye-witness on-the-spot battle broadcasts to the public. The ideal of an instantaneous live broadcast is impossible, he said, as for reasons of military security all reports must be cleared by censorship before being disseminated.

Queried about French television, Mr. Hicks expressed complete ignorance of the topic, stating that a correspondent in the front lines, as he has been with the First Army since July 18, soon becomes an integral part of the Army, losing contact with all outside matters and thinking only of what he can do to help his fighting associates win the war as quickly as possible.

Lang for Heatter

R. B. SEMLER Inc., New Canaan, Conn., on Jan. 8 replaces Gabriel Heatter, commentator, with William Lang on MBS, Monday through Friday, 12-12:15 p.m. Mr. Heatter will continue to be sponsored on his evening MBS broadcasts by Barbasol Co. on Sundays, by Semler for Kreml hair tonic on Mondays, Wednesdays and Fridays and by Zonite Products Corp. on Tuesdays and Thursdays. According to the Semler agency, Erwin, Wasey & Co., New York, the noon-day news program which started about seven weeks ago, in addition to the evening broadcasts, proved too strenuous for Mr. Heatter. William Lang has shared the noon-day broadcasts with him.

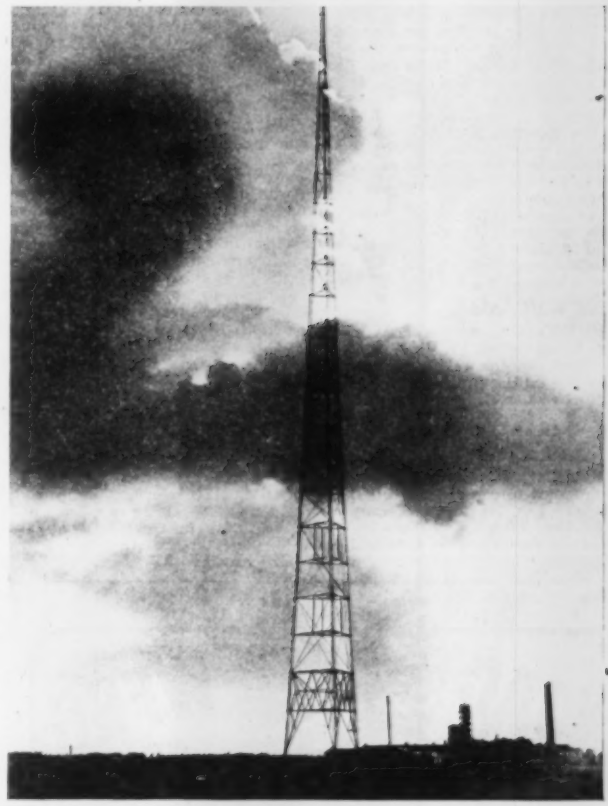
OWI PACKET, WEEK FEB. 5

...k the list below to find the war message announcements you will broadcast during the ...k beginning Feb. 5. OWI transcriptions contain six 50-second announcements ...able for sponsorship and three 20-second chain breaks on each side of discs. ...your clients about them. Plan schedules for best timing of these important war ...ages.

...L MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
...Bonds	X	--	--	--	--	--	--
...chant Marine	X	--	--	--	--	--	--
...Food Prices Down	--	X	--	X	--	--	--
...e's Talk	--	--	X	--	X	--	--
...me Taxes—March 15	X	--	--	--	--	--	--
...Wartime Accidents	--	--	--	--	--	X	X
...serve Cars, Tires and ...—Join a Car Pool	--	X	--	X	--	--	--

...e OWI Schedule of War Message 146 for names and time of programs carrying ...war messages under National Spot and Network Allocation Plans.

Number ONE



...IN READERSHIP
among Agencies in New York

● New York advertising agencies consistently show a pronounced reader preference for Advertising Age. Among all general advertising publications which cover editorially all phases of advertising and marketing . . . Advertising Age leads the entire field in readership . . . not only in New York but also in Chicago and among agencies throughout the nation. A recent independent survey confirms this statement.

Broadcasters are regular users of these publications for the reason of their broad coverage and influence. More broadcasting stations use more advertising space in Advertising Age than in any other general advertising publication . . . because they know it is more thoroughly read, exerts more powerful influence.

Copies of latest readership surveys upon request.

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

Purely PROGRAMS

TO LAY the groundwork for the development of new programming policies, Mutual is soliciting the opinions of its affiliates on current programs and future policies through a questionnaire and through conferences between station program executives and Phillips Carlin, MBS vice-president in charge of programs. Mr. Carlin will leave shortly for a cross-country tour which will take him to a number of member stations to study viewpoints on present programs and future plans. Edgar Kobak, MBS president, was to return to New York on Jan. 15 from a visit to the West Coast, during which he conferred with stations on the general Mutual set-up. Placing special emphasis on Mutual's daytime schedule, the questionnaire, which was to have been mailed out last week, queries program executives on reactions to specific programs, asks whether the programs should be continued and requests suggestions for future programming.

* * *

WMC Aid

IN COOPERATION with the War Manpower Commission, WWL New Orleans is presenting a weekly dramatization *On the Job*, a program stressing need for reduced absenteeism in war plants.

* * *

Locator

WNEW New York aims to help members of the armed forces of the United Nations locate lost friends or family in *Where Are They Now*, weekly half-hour series conducted by a World War I veteran.

Tolerance

ANNOUNCEMENT has been made by WFIL Philadelphia of weekly presentation *Within Our Gates*, new program designed to prove that "no matter what the color of your skin, no matter how or if you pray, no matter from what part of the world you come—you benefit daily by the accomplishments of peoples of all races and of all creeds." Written and produced by John Scheuer of WFIL, *Within Our Gates* is presented Sunday in cooperation with the Philadelphia Fellowship Commission, a permanent group seeking to unite the entire community in promoting racial and religious understanding and in adjusting inter-group tensions. For premiere broadcast the story of Wendell Willkie was dramatized. Some of the personages planned for future presentation include Dr. Alexander Fleming, penicillin pioneer, and Emma Lazarus, champion of the underprivileged. The commission embraces following organizations: National Assn. for the Advancement of Colored People, Fellowship House, International Institute, National Conference of Christians & Jews, Philadelphia Federation of Churches, Philadelphia Jewish Community Relations Council, Society of Friends and Metropolitan Council for Equal Job Opportunities.

* * *

Vaudeville Folk

RECORDED performances by vaudeville artists of the past and present are featured in *Curtain Cues*, five-weekly quarter-hour series heard on WLIB New York.

DISCUSSING MERITS of new script for the CBS documentary series *Report to the Nation* which started Jan. 6 under sponsorship of the Continental Can Co. are (l to r): Paul W. White, producer of the program and director of news broadcasts for CBS; Carle C. Conway, chairman of the board and president, Continental Can Co.; Bruce Barton, president of BBDO, agency handling account, and R. R. Carleir, manager of advertising and sales promotion operations for the sponsoring company.

WHOM Religious Shows

WITH cancelation of all commercial religious programs as their contracts terminate, WHOM New York is planning a series of sustaining religious programs for all religions. Florence Warner, new public service director of WHOM, is in charge of the new project. Mrs. Warner was hostess last week to delegates assembled in New York for discussion of the improvement of religious programs on networks and local stations. Sessions were held in WHOM studios Jan. 10-13.

* * *

Town Characters

NEW VARIETY show built around familiar figures in the city with unusual and nondescript occupations will be started on WCAU Philadelphia late in the month. A half-hour weekly series written by Si Shaltz of the *Philadelphia Record*, the program will be known as *Town Characters*. Employing the studio band and vocalists, the highlight of each program will be an interview with a "town character", for the opening show to be the man at the local amusement park who presses the buttons at the fun house that send compressed air through the peep holes to blow up the girls' skirts.

* * *

News Color

HUMAN INTEREST, feature and color stories provided by CBS correspondents stationed throughout the world are presented in *Feature Story*, five-weekly quarter-hour program started on CBS Jan. 1. Network correspondents, usually confined to spot news in their regular pick-ups, will supply more complete stories on American servicemen, the Allies and liberated peoples, with Bob Trout, CBS news analyst and reporter, as editor and narrator, and Paul White, CBS director of news broadcasts, as producer.

* * *

Farm Youth Series

FARM LIFE and young people will be highlighted in a weekly Canadian Broadcasting Corp. national network program during part of the winter. *Education for Rural Living* will include topics as "Fitting Young People For Rural Living". All aspects of education for rural living will be treated in the program series, with educational and agricultural experts leading the discussions.

KOIL Manpower Help

TO HELP solve the manpower problem at the Martin Bomber Plant in Omaha, KOIL Omaha is carrying three quarter-hour shows weekly, assisting of pleas to listeners for help in building the famous B-29s. Each program consists of a personal interview with a Martin employe who explains the work and the various jobs open. The Martin Chair, composed of plant employes, carries through the general theme with songs.

* * *

KLZ Literary Show

NEW Sunday night series titled *That Speak Aloud* is being aired by KLZ Denver in cooperation with the Denver Public Library and the Rocky Mountain Radio Council. Program features Henry Outland, local commentator, with his interpretations of great literature. Program was promoted by KLZ with a direct mailing to more than 2,000 civic leaders, educators and businessmen in Colorado.

* * *

WCCO News Parade

TO GIVE Northwest news to the Northwest people, WCCO Minneapolis has inaugurated a *Northwest News Parade*, heard Sunday 10:05 a.m. Gov. Edward Thye of Minnesota was the first prominent government official heard on the show's debut Dec. 3. Program is a dramatization of the most important news of the week in Minnesota, North and South Dakota and Wisconsin.

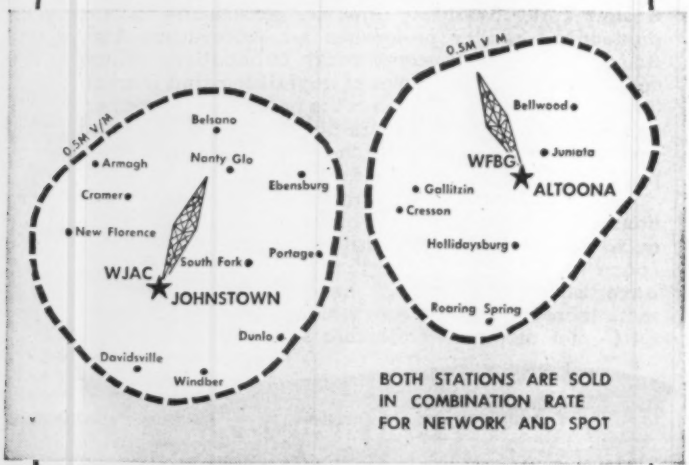
"I owe my promotion to Gro-Pup Dog Food I heard about over WFDF Flint."

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

ritish Discussing nexpensive Video

ans for Mass Market Will ake $126 Sets Possible

LEVISION sets in Great Brit-, available within nine months r receiving manufacturing per-sion at as low as 30 guineas 126) for cheap sets and up to 200 nds ($800) for the best models, ve been discussed in London as a ibility provided a mass market achieved.

Organization of such a market nds on laying Post Office cables using radio repeater stations to vide a television network cover- every large population center Great Britain and not confined, is the case now, only to those hin 35 miles of London. Plans such a step are now being con-ered by the Television Commit-

Ignore Competition

American competition is not ared on technical grounds by the itish manufacturers, H. D. Mur-h of the television commercial velopment committee of the Brit-Radio Equipment Makers Assn., s indicated, since there are many ferences in the systems of the o countries. A 525 line picture signed for 60 cycles main supply sed here against the British 405 e picture and 50 cycles supply. st of the Empire and Europe rmally also use 50 cycles.

Lack of a definite commitment or itude by the BBC towards tele-ion does not bother the manufac-rers since it is known that offi-ls have various policies under sideration. Irrespective of the tem established at the expira-n of the BBC charter Dec. 31, 46, it is felt television is inevi-le. Manufacturers are prepared subsidize video receivers with proceeds of their sound receiv-for which a great post-war mar-is anticipated.

MA Cancels Meetings o Cooperate with OWM

TING quickly to cooperate with request of James F. Byrnes, rector of the Office of War Mobili-ion, to cancel unnecesary travel, Radio Manufacturers Assn. in shington last week cancelled the nual RMA Mid-Winter Confer-e, scheduled for Feb. 19-21 at Roosevelt Hotel, New York. The rd of Directors meeting on Feb. will be held, RMA President Cos-e said, but all other committee group meetings planned for the -Winter Conference were can-ed.

ancelation also is in prospect the tentative RMA parts trade w, authorized next June at Chi-, although previously made con-ent by the RMA Board upon defeat of Germany by April 1. is probable, however, that the nual RMA War Production Con-ence and annual membership eting scheduled in Chicago next e will be held, but on a much re-ed scale.

Going Shopping in **BROOKLYN?**

To reach the thousand and one Neighborhood Shopping Centers of big Brooklyn Town, trust to Brooklyn's own and only full time radio station . . . WBYN!

Move right in where the family shops for groceries, beverages, clothing, home needs . . . and all the little pleasures that make life worth living. WBYN has its home with Brooklynites . . . and just as many Brooklynites work in other boroughs. WBYN goes to work for you in Queens, Manhattan, Bronx, too . . . with America's most unique programming idea . . . the minute packages of news, racing, music, sports which give you also more coverage per dollar than any other New York station (send for brochure).

So don't go shopping all over the field when you can get intense Brooklyn coverage with just one station . . . and you should have such Brooklyn coverage if you will consider the city's size (larger than Phila., Boston, Detroit, etc.). Shop for listeners through WBYN—the shortcut to sales!

For availabilities: Write WILLIAM NORINS, Gen. Mgr. Station WBYN, 1 Nevins Street, Brooklyn, N. Y.

1430 ON YOUR DIAL
WBYN
THE MINUTE STATION

THE Business OF BROADCASTING

'Sun' on WJJD

CHICAGO SUN, effective Jan. 14 begins sponsorship on WJJD Chicago of quarter-hour transcribed *The World and America*, teaching history on an informal basis and presenting factual historical information through discussion. Program is heard 5-5:15 p.m. (CWT). Contract for 52 weeks was placed by Ivan Hill Adv., Chicago.

Gallenkamp Expands

GALLENKAMP STORES Co., San Francisco (chain), as part of its Pacific Coast campaign on Jan. 1 started five-weekly five-minue newscasts on KMPC Hollywood. Firm in addition sponsors five spot announcements weekly on that station. Contracts are for 52 weeks. Placement is through Bruce Eldridge Adv., San Francisco.

Store Sponsors News

BON MARCHE, Asheville department store, weekdays is sponsoring *Today's War News Commentary*, UP radio feature, on WWNC Asheville Store also uses a daily news period and a number of announcements on an annual basis.

Boltz Starts Radio

F. W. BOLTZ Corp., Los Angeles (Pickwick Gourmet dressing), new to radio, has started a schedule of weekly spot announcements on KFI Los Angeles. Contract is for 52 weeks. Pacific Coast Adv. Co., Los Angeles, has the account.

Pfunder Spots

F. H. PFUNDER Co., Minneapolis (proprietary), on Jan. 8 started eight spot announcements weekly on KMPC Hollywood. Contract for 13 weeks placed through Manson-Gold Adv., Hollywood.

Fox on KECA

FOX WEST COAST Theatres, Los Angeles, on Jan. 6 started weekly quarter-hour newscast on KECA Los Angeles for 13 weeks through Western Adv., Los Angeles.

Skouras Shift

PUBLIC SERVICE program devoted to various war effort agencies and presented by Skouras Theatres war effort department was discontinued on WINS New York last week to be succeeded Jan. 15 by a short feature on WOR-Mutual as part of the network program *Music for Half an Hour*. Retaining the title of the local program, *This Is Our Cause* salutes different war agencies each week. Skouras Theatres, a chain of 66 movie houses, will promote the feature via trailer and lobby displays and direct mail, crediting WOR and Mutual. Trailer will be confined to a brief commentary.

Science Feature

U. S. RUBBER Co., New York, last Sunday introduced a series of talks by scientists as the intermission feature of the New York Philharmonic-Symphony broadcasts on CBS. Titled "Science Looks Forward", series opened with an address by Dr. Arthur H. Compton, Nobel Prize winner in physics. Dr. Irving Langmuir, General Electric Co. Nobel Prize winner in chemistry, is to be heard Jan. 21. Agency is Arthur Kudner Inc., New York.

Tele Corp. Buys 16 mm

INTERNATIONAL Theatrical & Television Corp., New York, organized last year to enter the television film field, is purchasing six companies engaged in 16 mm film production and acting as holding company will establish headquarters shortly at 25 W. 54th St., New York. George A. Hirlman is president.

Katz Calendar

KATZ AGENCY, New York, station representative, has issued a 1945 edition of its calendar of expiration dates, showing final broadcast date for any cycle of 13, 26, 39 or 52 weeks.

Young Wisconsin Artists

TALENTED young Wisconsin musicians or the second consecutive year have an opportunity to appear in public recitals, *Starring Young Wisconsin Artists*, broadcast on WTMJ WMFM Milwaukee through the joint efforts of the Wisconsin Federation of Music Clubs and the stations. First program of the 26-week series was heard Jan. 7 with 56 young artists selected by competitive audition taking part. Purpose of the series is to encourage and develop musical talent. Stations pay each artist participating a professional fee as well as all traveling expenses to and from Milwaukee.

Lamport Sells Interest

LAMPORT, FOX, PRELL & DOLK, South Bend agency, has announced that W. K. Lamport has sold his interest in the firm to the other members of the company and is withdrawing from advertising to enter public relations work. Ownership of the agency is now held equally by three men who have long been associated with the company. H. W. Fox becomes president, Carl F. Prell is vice-president and Irvin S. Dolk continues as secretary-treasurer. Mr. Lamport founded the business 25 years ago.

Contact Book Out

WINTER edition of *Contact Book Trade Directory* of the New York entertainment industry is out, listing publicity representatives, producers and other groups identified with radio, theatre, night club and similar fields. Features include radio associations, talent agents, networks and local stations, advertising agencies, and for the first time network programs, giving sponsor, agency and originating station [Celebrity Service Inc., New York. 50 cents].

Two Council Booklets

TWO BOOKLETS, one titled "Food Marketing Industry", consisting of excerpts from various programs of the *Saturday Stock Show*, written and produced by the Rocky Mountain Radio Council and broadcast on KOA Denver, and the other titled "Markets for Steel" by Irma M. Greenawalt, aired by the Colorado School of Mines and the Rocky Mountain Radio Council, have been published by the Council.

Program Booklet

BIRTHDAY BOOKLET commemorating the tenth anniversary of *Bachelor's Children*, sponsored by the Continental Baking Co. on CBS, will be offered free to listeners on the Jan. 18 and 19 program. Booklet contains a letter from the program's author, Bess Flynn, pictures and biographies of the four leading characters who have played their original roles since the initial broadcast 10 years ago. Agency is Ted Bates Inc., New York.

'Courant' Men on WDRC

DOUGLAS FELLOWS, assistant Sunday editor of the *Hartford Courant*, and Jack Zaiman, political writer on the *Courant*, are doing special shows for WDRC Hartford. Mr. Fellows conducts a daily household show titled *The Man Around the House*, and Mr. Zaiman interviews Connecticut news personalities on the *Headliner's Club* program every Thursday.

New Production Firm

JIM AMECHE, announcer and m.c. of Bourjois Inc. *Evening in Paris* on CBS, has opened a radio production firm at 119 W. 57th St., New York, in association with Fred Bethel, director of the program. Firm is titled Ameche Enterprises Inc. Telephone is Circle 6-4377.

Trade Ad

EXPRESSION of thanks to the allied industries of the advertising field is extended by Erwin, Wasey & Co., New York, in a full-page newspaper advertisement scheduled by the agency.

WADC News Service

WADC Akron now feeds eight special newscasts daily over closed wires to two Akron theatres, the Palace and Highland, as well as the Goodyear Aircraft plant in Akron.

College Plans Awards For Shows, Promotion

COLLEGE of the City of New York School of Business & Civic Administration last week mailed invitations to broadcasters, sponsors, advertising agencies and transcription producers to enter program and program promotion for awards to be given by the College in connection with its first annual Conference on Radio and Business to be held in April of this year. Awards are in eight categories:

1. For the most effective sales promotion by a radio station of (a) a local program, (b) a network program. 2. For the most effective commercial radio program developed by (a) a radio station, (b) a regional network, (c) a national network. 3. For the most effective merchandizing of a radio program by an advertising agency. 4. For the most effective radio program developed by (a) an advertising agency, (b) a sponsor. 5. For the most effective radio program developed by a transcription producer (a) for an individual sponsor (b) for syndication. 6. For the most effective radio program developed by a radio station for the purpose of increasing the station's share of the local audience. 7. For the most effective radio program developed by a radio station's work for the purpose of increasing the network's share of the national audience. 8. For the most effective radio "saturation" campaign.

GOP Radio Plans

AMONG plans to be discussed at the Indianapolis meeting Jan. 21-22 of the Republican National Committee is the possible formulation of a new program in regard to radio usage between now and the next convention, Herbert Brownell Jr., committee chairman, has disclosed. Monetary appropriations for radio probably will be considered as well.

Bond Rally

STARS of the Blue *Breakfast Club* feature helped sell 3,500 individual E Bonds at a concluding Sixth Loan rally staged in Rockford, Ill. by WROX, Owens Inc. (department store), and the local War Finance committee. The department store sold the Bonds on the day of the rally and WROX aired special features from the store. Recordings of acts were awarded purchasers of large denomination Bonds.

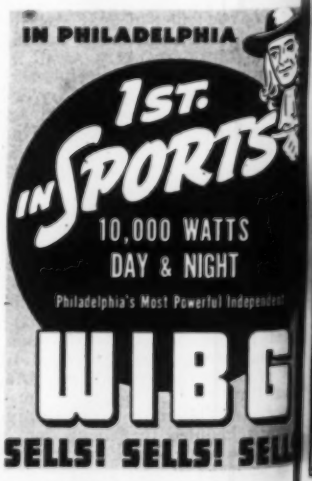
New Radio Book

TED COTT, program director of WNEW New York, is preparing a book *How to Audition for Radio*, to be published later this year by Greenberg Publications, New York. Included will be 100 pages of actual scripts for classroom practice, and statements by radio industry representatives advising would-be aspirants on how to audition.

Change Name

ALLIED BUSINESS BUILDERS is the firm name of Norman W. Tolle & Assoc., San Diego, Cal. agency.

YEA BOY!
THE MAN IN THE MOON IS SURE HAPPY!
YES, HE CAN HEAR WHKC, COLUMBUS, SINCE IT WENT FULL TIME, DAY AND NIGHT
NEW WAVE LENGTH 610 ON YOUR DIAL
DOUBLE POWER AND NEWS EVERY HOUR!
WHKC
COLUMBUS
GOES FULL TIME DAY AND NIGHT!
Double Power With News Every Hour On The Hour!
New Wave Length, 610 KC.
Central Ohio's Only Mutual Station
NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.
Y-5



Radio Manpower Prospects Favorable

Essential Status May Undergo a Change, Industry Warned

WITH the situation still fluid, pending size of calls from Selective Service and outcome of legislation active to force 4-Fs into essential work, the manpower outlook for broadcasters was regarded in official circles last Friday as "relatively very good as of today".

While it appeared early in the week that radio, along with other media, would be seriously affected by a proposed radical revision of the War Manpower Commission "List of Essential Activities", it later developed that the industry's inclusion on the list would remain undisturbed.

However, an official warned, "broadcasters may anticipate that within the next three or four months the presence of their industry on the 'List of Essential Activities' will mean less and less protection against manpower losses. The list will be invaded by the draft boards more and more."

List a Guide

The list will continue to be used as a guide by local boards in deferring registrants between the ages of 26 and 37. Between 26 and 29 inclusive, the registrant must be "an essential man" as well as being employed in an essential activity. Registrants over 29 need only be in industries or services on the essential list to be considered for deferment.

Broadcasters were advised to seek deferred classifications for any of their employes who may still be classified as 4-F. Reclassification of such registrants into 2-A (F) or 2-B (F) would automatically freeze the employes to their jobs and prevent their being affected by legislation which might require 4-Fs to work in essential industry or be called into service under reduced physical standards.

As long as the industry's status on the essential list is unchanged, broadcasters will be able to keep their 4-Fs, it appeared, for whatever legislation affecting 4-Fs is enacted will almost certainly hinge on the WMC determination of essentiality.

26-29 Group

Increased calls for men for the armed forces, which will about double the current rate of inductions, on the basis of Undersecretary of War Patterson's testimony Wednesday before the House Military Affairs Committee, will have its greatest effect in the broadcasting ranks on the 26-29 age group, which Selective Service will comb thoroughly to satisfy Army and Navy needs for young men.

Inasmuch as a large part of the eligible broadcasting personnel in the 26-29 age group already have been drafted, stations will not be hard hit by increased calls from the military. Only if the armed forces again induct large numbers of men over 30, which it is not disposed to do, will the industry be seriously affected. In recent months about 5% of inductees have been over 30.

Appearing before the House Committee, considering a bill (H.R.1119) introduced by Chairman May (D-Ky.), requiring men between 18 and 45 to "work or fight", Undersecretary Patterson said that the military services will need 900,000 men during the first half of 1945 and that war industries will require another 700,000 workers. Along with Undersecretary of the Navy Ralph A. Bard, Mr. Patterson endorsed the May bill but urged the passage of a national service law as recommended by President Roosevelt in his "state of the union" message at the opening of the 79th Congress.

Mr. Patterson's testimony poses a difficult problem for critical war industries which will have to furnish a large part of the additional young men needed by the armed forces. It is expected that about 225,000 of the 800,000 deferred men in the 26-29 age group will be called, further aggravating an acute manpower situation in critical plants.

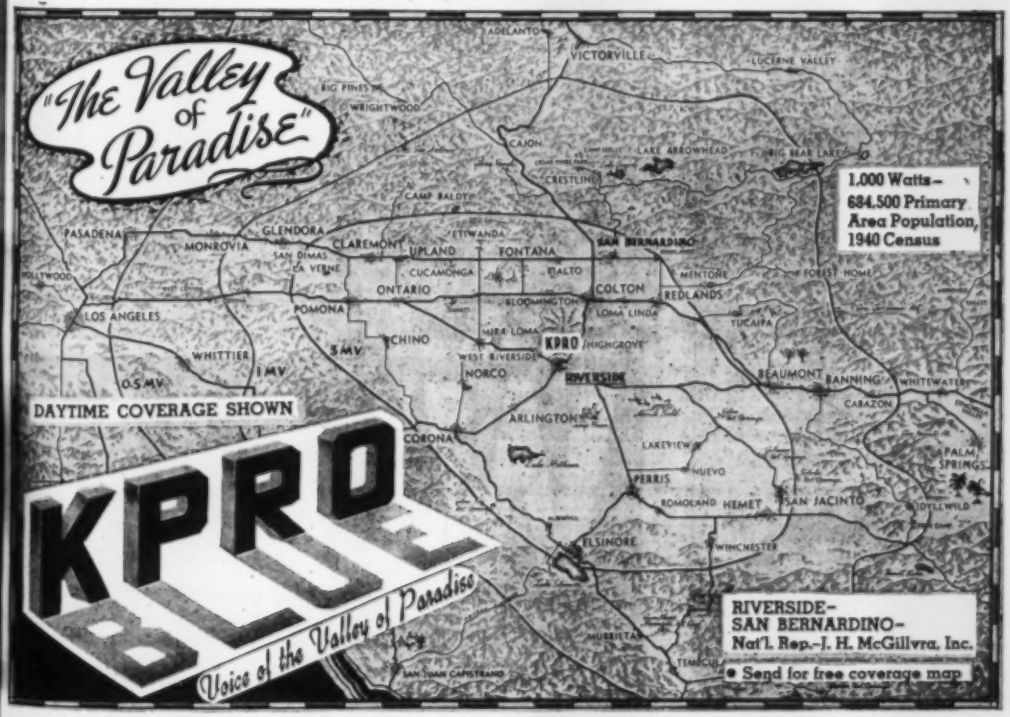
4-Fs Diverted

Whether the diversion of 4-Fs to war industry, through such legislation as the May bill, would alleviate this situation sufficiently to justify the induction of the younger men needed for the military is one of the great unknowns in the overall problem. Should it be determined that war production would be too seriously affected if large numbers of deferred young men are taken, it appears likely that pressure will be applied to the military agencies to fill their needs with physically qualified men over 30 not engaged in work essential to the war. In that event, a revision of the essential list may become necessary to provide the needed men.

To assist the broadcasting and other communication industries in obtaining technicians, the FCC has compiled a list of 1,050 licensed radio, telephone and telegraph operators, 1st and 2nd class, who are available for positions. Copies of the list, containing all necessary data, can be obtained by writing the Federal Communications Commission, Washington, D. C.

New Ontario Station

FIRST STATION for Cornwall, Ont., will begin operations on or about Feb. 1. Call letters are CKSF. The station is owned and operated by the *Standard Freeholder* newspaper, with H. D. Wightman, manager of the paper, acting also as general manager of CKSF. H. Harrison Flint, formerly of CKGB Timmins, Ont., is station manager. Mahlon Clark is chief engineer. CKSF will operate daily on 250 w, 1250 kc.



Interested in Cuba's Market?

Ask your Time-Buyer about "RHC CADENA AZUL", the Colossus* of Cuban Radio

**Best Radio Service in Cuba Affiliated with the Columbia Broadcasting System.*

RHC CADENA AZUL

Cuba's only network affiliated with **CBS**

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
WIsconsin 7-1166

Higher Index of Sets-in-Use Found in Chappell Summary

Wartime Paradox Exerts Opposite Influences on Listening, Special 'Yearbook' Article Reveals

NEWS EVENTS of 1944 reflected a higher index of sets-in-use than during any previous year in American broadcasting history, a summary by Dr. Matthew N. Chappell, Ph.D., consultant to C. E. Hooper Inc., indicates.

These and other reflections pertinent to American listening habits are contained in a comprehensive article prepared especially for the BROADCASTING *Yearbook*.

In his article, Dr. Chappell establishes the interesting paradox that wartime conditions exerted two influences on radio listening—one tending to lower it, the other tending to increase it.

In the first place, he suggests, the movement of vast numbers of Americans overseas to fighting fronts deprived American broadcasters of a large audience. On the other hand, his survey shows, gas rationing and other civilian restrictions in the United States kept people at home and the curve of sets-in-use rose as a result.

The first influence was the strongest, however, Dr. Chappell concludes, inasmuch as there was apparent a smaller available audience both daytime and evening.

Dr. Chappell points out that two events during the year developed record-breaking sets-in-use figures. The first was D-Day and the second was the Presidential election.

Dr. Chappell's research reveals that from 7 to 10:30 p.m. (EWT) on D-Day the average sets-in-use was 40.7, with a peak of 53.0 occurring between 10 and 10:30 p.m. This was slightly lower than the comparable average of 47.2 for Pearl Harbor. The average sets-in-use on election night was 50.3 for the 7 to 10:30 p.m. (EWT) period. Peak listening was 56.6 between 9 and 10 p.m.

Greatest change in radio's basic trends, Dr. Chappell concludes, occurred in connection with the Sponsored Broadcast Hours Index for evening time. The trend for 1944 was far above that for 1943, he establishes. Sponsored Broadcast Hours Index reached a higher peak in 1944 than ever before in the industry's history. Notable, too, was the fact that little or no decline in this index was found during the summer months of the year.

Dr. Chappell's article, which will appear in detail in the *Yearbook* with several illustrative charts and graphs, lists the following as December's top 15 evening programs, according to Hooper:

1.	Bob Hope	34.3
2.	Fibber McGee and Molly	29.3
3.	Bing Crosby	25.2
4.	Charlie McCarthy	24.9
5.	Joan Davis with Jack Haley	23.7
6.	Walter Winchell	23.0
7.	Radio Theatre	21.3
8.	Abbott and Costello	21.2
9.	Mr. District Attorney	21.0
10.	Eddie Cantor	20.7
11.	Jack Benny	20.5
12.	Screen Guild Players	19.6
13.	*Hildegarde	19.4
14.	Kay Kyser	18.5
15.	Your Hit Parade	17.4

*Includes Computed Measurement for Eastern Area Portion of this Network Hooperating.

The top 15 weekday daytime programs for December 1944 were:

1.	When a Girl Marries	8.4
2.	Aunt Jenny	7.8
3.	Life Can Be Beautiful	7.8
4.	Ma Perkins (CBS)	7.8
5.	Romance of Helen Trent	7.7
6.	Kate Smith Speaks	7.7
7.	Big Sister	7.6
8.	Portia Faces Life	7.5
9.	Stella Dallas	7.4
10.	Young Widder Brown	7.3
11.	Right to Happiness	7.1
12.	Backstage Wife	6.8
13.	Breakfast at Sardi's (Kellogg)	6.7
14.	Just Plain Bill	6.6
15.	Pepper Young's Family	6.5

Wurlitzer Stipulation

AGREEMENT to discontinue misrepresentations regarding number of tubes or tube capacity of radio sets it sells were made in a stipulation entered into last week by The Rudolph Wurlitzer Co., Cincinnati, with the Federal Trade Commission. Company also agreed to cease representing as new any radio set which has been used, reconditioned or rebuilt, and from failing to reveal clearly that the article has been used, reconditioned or rebuilt.

WEBB, BECK NAME TO WGL KEY POST

FARNSWORTH Television Radio Corp. last week announced the appointment of Frank V. W

Mr. Webb

Mr. Beck

as general manager, and Howard Beck as chief engineer of the fir broadcasting division. Mr. W has assumed management of Far worth's newly-acquired WGL F Wayne. Mr. Beck's appointm also includes WGL.

Mr. Webb formerly was sa manager of KDKA Pittsbur Prior to that he had been assist advertising and sales manager Westinghouse stations in Phila phia, sales manager of WOW WGL Fort Wayne and manager KTMS Santa Barbara, Cal. He a member of the NAB Sales M agers' Executive Committee and subcommittee on contracts.

Mr. Beck joined Farnsworth 1939 as a field engineer and 1942 was appointed chief engin of the Fort Wayne plant.

American Firms Expa Venezuelan Radio Ti

MORE than 75% of radio adver ing on Radio Caracas, Venezue comes from American firms, cording to Ricardo Espina, direc of the station, who was in N York last week making a l study of station programming. said there had been a large incre in Venezuelan radio advertis by American firms during the p year and believed that in 1 there would be a still greater crease.

Heaviest users of radio, he sa are Sterling Drug, R. J. Reyn Tobacco Co. (Camels), and Lig & Myers Tobacco Co. (Ches fields), which use both spot nouncements and local progra Estimating about 120,000 radio in Venezuela, Mr. Espina st that the Radio Caracas peak a ence could be estimated at abo million listeners. He recently m arrangements with Radio P gramas of Mexico for an exch series of musical programs transcriptions.

NOW'S THE TIME TO THINK OF YOUR FUTURE

in the DETROIT AREA

IT'S FOOLISH TO THINK OF WAITING UNTIL AFTER THE WAR to make post-war plans for your product in an area with so much buying power. Profit for you in America's Third Market can be spelled with four letters: CKLW. This live-wire station's 5,000 watts at 800 kc. is the punch you need to lick post-war competition. Let's talk it over now and perhaps we can start giving 'em the "old fight" right away—in spite of jammed schedules.

Union Guardian Bldg., Detroit 26

Adam J. Young, Inc.
N. Y. Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

Serving New England's 3rd Largest Concentrated Audience

WLAW

LAWRENCE, MASS.—5000 WATTS 680 K C

NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

Radio Retail Role Presented NRDGA

Hollister Previews New Book; Its Results Defined

DISCUSSING the place of radio in retail advertising last Thursday at the convention of the National Retail Dry Goods Assn. at the Hotel Pennsylvania, New York, Paul M. Hollister, CBS vice-president in charge of advertising, gave his audience a preview of a volume called "Radio Advertising for Retailers" to be published Jan. 15 by Harvard University Press. It is a report of a study of the subject made by Harvard Business School at the suggestion of CBS.

"As recently as 1942 there were some 50,000 retail companies using radio in an effort to sell goods and services and keep themselves remembered", Mr. Hollister said, adding that these retailers "paid out about one-fourth of all the broadcasting revenue of the stations and networks that year."

Results

Mr. Hollister added the following facts from Prof. C. H. Sandage, author of the volume, based on the testimony of 1,011 local firms:

"Good results can be obtained either from sponsorship of programs or from the use of spot announcements. Where radio is used as an important part of the promotional plan better results will come if program time is the base of the radio undertaking and spot announcements are used only to support and supplement program sponsorship. Real success should not be expected during the first few months of use. Radio can be used as successfully in small cities by small concerns as by large in large cities."

Mr. Hollister further quoted Prof. Sandage as saying that firms with advertising budgets of $25,000, should allocate at least 10% to radio for high success. Smaller firms ought to spend 20% for radio.

LOUIS GREENE, former usher of CBS Hollywood, was killed in action on the Luxembourg front, on Nov. 27 according to reports.

Television as Retail Medium

(Continued from page 14)

commercial resumption of television, transmitters located in 157 key cities throughout the country should be making video program service available to a primary market consisting of 72,159,000 people, 17,252,000 wired homes and 61.5% of the purchasing power of the U. S." Five years later, he said, "it appears that receiver sales will reach approximately 3,500,000 units per year for a total retail billing of between $600,000,000 and $700,000,000 per year."

Mr. McLean said that department stores can increase the effectiveness of their advertising by installing intra-department store television systems. Mr. Cramer told the NRDGA group that an intra-store video system with one camera and a few receivers can be installed for less than $25,000.

Reduce Budgets

Tracing the history of preliminary discoveries leading to the development of television, Mr. Shane predicted that all larger communities will enjoy "regular television service" one year after the war. Intra-store television can reduce advertising budgets from 10% to 20%, he said.

The afternoon session of NRDGA's video meeting was a television production panel including the following speakers: Samuel H. Cuff, manager of the DuMont television station, WABD New York; Robert Stone, program producer, GE station, WRGB Schenectady; Raymond E. Nelson, vice-president and director of radio and television, Charles E. Storm Co., New York; Frances Hughes and Jerry Trotte of *Mademoiselle;* Thomas H. Hutchinson, in charge of production, RKO Television, New York, and Bud Gamble, of Farnsworth Television & Radio Corp.

Radio-electronic-television stocks advanced last Wednesday, according to the *New York Herald-Tribune*, "after Irwin A. Shane, executive director of Television Workshop, addressing the NRDGA, painted some rosy pictures of television of the future, placing sets in department store networks. Presumably Mr. Shane did not expect his speech to get such a wild reaction in the stock market, but he didn't realize that the market, when in a bullish frame of mind, seizes upon anything handy to justify its own operations."

Waltham Cancels

GOVERNMENT restrictions on watch manufacturing for civilian consumption have caused cancelation by Waltham Watch Co., Waltham, Mass., of Sumner Welles, Mutual news program, Wednesday, 10-10:15 p.m. Jan. 31, according to a joint statement by network and client. Government is understood to have contracted for the entire output of the company for 1944 and 1945 for the production of precision instruments. Sponsor started the series last November in the belief that consumer production might be resumed. Agency is H. B. Humphrey Co., Boston.

JOSKE'S INCREASES SCHEDULE ON WOAI

INCREASING its already full schedule, Joske's Department Store, San Antonio, is adding another five times weekly program titled *Texas Today*, heard over WOAI. Format is a discussion of local and state topics conducted by Doris Daniels, with guest stars featured daily.

Program, which is under a 52-week contract, is part of Joske's expansion of radio advertising in connection with the NAB radio clinic now being conducted at the San Antonio department store. In addition to *Texas Today*, Joske's has contracted with WOAI for a full schedule of spot announcements and also for sponsorship of a five-minute newscast six days weekly at 11 p. m. (CWT) and a quarter-hour newscast Sunday at 10 p. m. (CWT).

MOTION PICTURE recently made by members of the WLS Chicago *National Barn Dance* cast for the Sinclair Oil Co., along with two educational films will be shown before some 2,500 farm meetings throughout the country.

A BLUE NETWORK AFFILIATE

NEBRASKA'S RECORD 1944
CORN CROP MEANS
$339,751,000.00
ADDED TO THE FARM INCOME

K M M J

GRAND ISLAND, NEBRASKA
HEADLEY-REED COMPANY • REPRESENTATIVES

IF YOU SELL

CLOTHES

(OR SOUPS OR SOAPS!)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many suits and shirts that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

WE DON'T EVEN HESITATE AT STOP (Ky.)!

It may be the end of the road for some—but us, we don't go that far. WAVE's programs begin and mostly end in the Louisville Trading Area where our NBC broadcasts get the green light into homes which account for more *buying power* than you'll find in all the rest of Kentucky, combined. So don't say "stop" to us, pal . . . we're just beginning! Want the rest of the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

SUMMARIES OF FCC SPECTRUM PROPOSALS

STANDARD BROADCAST SERVICE

(Parenthetic notations refer to names of witnesses and transcript pages.)

THE RECORD shows that both day and night considerable areas of the U. S. do not receive standard broadcast service (Ex. 148-153, Tr. 926-930). If feasible from the standpoint of the needs of other services, the allocation of additional channels to the standard band would tend to improve this condition.

There is no proposal to enlarge the standard band by adding frequencies above 1600 kc. Below 550 kc, it has been suggested that the following frequencies be added to the standard broadcast band: 520, 530, and 540 kc. (Ex. No. 6, Tr. 41, 42; Ex. 156, pages 31, 32; Tr. 935, 937, 938, 940, 945, 946, 947). All three of these channels are now assigned to United States Government radio services. No decision has been made at this time as to whether any of these frequencies can be made available for standard broadcast service.

TELEVISION BROADCAST

POSITION IN SPECTRUM

REGARDING the place in the spectrum for television, the industry was divided. One group felt that the best place in the spectrum for television as a service to the public was in the ultra-high frequencies (above 400 mc) where space is available for channels of sufficient width to permit the transmission of higher definition monochrome pictures and high definition color pictures; another group believed that the present 6 mc channels permitted the transmission of monochrome pictures of acceptable definition and quality; and that television should go forward in the part of the spectrum it now occupies without awaiting the results of experimentation in the ultra-high frequencies. The RTPB recommendations coincide with the opinion of the latter group.

The principal advocates of ultra-high frequency television were CBS, Zenith Radio Corp., and the Cowles Broadcasting Co. whose arguments may be summarized as follows: The demands of other services for frequency space below 300 mc are so great that only a limited number of 6-mc channels can be assigned for television broadcasting (Craven, Tr. 3494-95, 3500-03); that the advancements applicable to television made in the electronic art during the war cannot be fully utilized in 6-mc channels (Ream, Tr. 1761-2, 1773-4; Goldmark, Tr. 1871-5, 1939); and that the art has reached a point where a superior television broadcast system adapted for the use of the ultra-high frequencies could be proven and made available to the public within possibly one or two years (Ream, Tr. 1764-73, 1801-09, 1813-14; Craven, Tr. 3498-3500, 3509-11; Goldmark, Tr. 1911; Brown, Tr. 3483).

On the other hand, the opposing group relied upon the prewar progress that had been made in television as a broadcast service and contended: Many of the advancements made in the electronic art during the war could be utilized in a 6-mc channel (Smith, Tr. 1693, 1737-8; Jolliffe, Tr. 3055; Joyce, Tr. 3232-33); highly satisfactory monochrome pictures can be transmitted and received in a 6-mc channel (Smith, Tr. 1741-2; Weiss, Tr. 1954-55; Jolliffe, Tr. 3054; DuMont, Tr. 3356; Raibourn, Tr. 3370; Goldsmith, Tr. 3439); color transmissions are still a laboratory problem (Smith, Tr. 1739); the use of the ultra-high frequencies involved operating difficulties the solution of which would require extensive research and experimentation (Towne, Tr. 1987; Jolliffe, Tr. 3068-70; Goldsmith, Tr. 3432-36; Bingley, Tr. 3479-80); and that many years may elapse before an ultra-high frequency television system can be established (Smith, Tr. 1735, 1743-7; Jolliffe, Tr. 3056-61, 3065-66; Goldsmith, Tr. 3438; Bingley, Tr. 3479-80).

CBS has conducted extensive research over a period of years for the purpose of establishing higher standards in television broadcasting (Goldmark, Tr. 1945; Ream, Tr. 1822-23). As a result of this research it contends it has demonstrated that color transmissions are feasible. Its engineers are satisfied that a superior television system can be developed in the ultra-high frequencies where wider channels can be had. Some of the larger radio manufacturers have agreed to furnish CBS with transmitters and receivers capable of operating on frequencies above 400 mc whereby this new television system can be proven (Ream, Tr. 1764-72, 1803-06). Among them are Federal Telephone & Radio Corp., and Zenith Radio Corp. (Brown, Tr. 3482-83; Ream, Tr. 1764-65, 1805-06; Craven, Tr. 3499).

The testimony of this industry group does not give definite assurance when this ultra-high frequency television broadcast system can be proven and standards adopted whereby service can be rendered to the public. A number of witnesses stated that many of the recent technical advancements which made this new television broadcast system possible could not be disclosed because of reasons of national security (e.g. Ream, Tr. 1805; Goldmark, Tr. 1914). This, however, does not alter the conclusion that the time this new system can be made available for service to the public is indefinite particularly because there has been actual operating experience with a system.

The group favoring present television allocations testified that as materials were available, production of television equipment for a 6-channel could be started (Jolliffe, Tr. 3059, 3061; Joyce, Tr. 3205; Harbaugh, Tr. 3301-02; Trammell, Tr. 3329) that the equipment would include kw transmitters capable of operation on frequencies up to 108 mc, and transmitters of 5 kw power capable of operating on frequencies up to 300 (Jolliffe, Tr. 3053; Engstrom, Tr. 3144-46, 3153-58), that the standards adopted for television in 1941 are satisfactory; and that with the 6 mc channel, receivers could be manufactured and sold at a considerably lower cost to the public than would be the case with receivers built for a wider channel in the ultra-high frequencies (Towne, Tr. 1988-2000; Beers, Tr. 3259-60, 3269-75).

Skywave Interference

Another factor which enters into the question of determining the place in the spectrum for television is the possible effect of skywave interference. A number of witnesses believed that this is not a serious problem in television broadcasting above 40 mc (Smith, Tr. 1717-19; 1728-30; Beverage, Tr. 3076-77; Engstrom, 3117, 3172; Goldsmith, Tr. 3415). Others considered the problem to be of much more importance, particularly on the present lower frequency television channels (Norton, Tr. 3761-72; 3789-3816; 3819 et seq; Goldmark, Tr. 1891-95; Ex. 4 and 380).

Regarding the use of the frequencies above 400 mc for television broadcasting there is testimony that skywave effects become increasingly serious as the frequency goes up (Smith, Tr. 1720; Engstrom, Tr. 3091-96, 3116; Goldsmith, Tr. 3407; Shelby, Tr. 3470; Duttera, Tr. 3460; Norton, Tr. 3761) and that multipath problems would also increase with frequency (Smith, Tr. 1723; Engstrom, Tr. 3096, 3116, 3169-70, 3194-96; Goldsmith, Tr. 3407-08; Shelby, Tr. 3470, 3). Some witnesses were of the opinion that although multipath might occur more frequently in the higher frequencies, its intensity would be worse and its effects could be overcome more easily than on the lower frequencies (Goldmark, Tr. 1898-1900, 1918-21; Norton, Tr. 3818 et seq). There was considerable disagreement as to the effect on signal strength with increasing frequency in the range between 50 and 100 (Engstrom, Tr. 3121-34, 3138-42, 3165; Beverage, Tr. 3077; Norton, Tr. 3776-79, 3786-87; Goldmark, Tr. 1914-15). In either event, however, it appears that the ratio of signal to noise would increase with the use of ultra-high frequencies (Norton, Tr. 3787-89; Beverage, Tr. 3081-82; Goldmark, Tr. 1888).

With respect to relays for commercial television broadcast stations, the 6 of RTPB proposed 20 channels between 300 and 1000 mc and 20 additional channels between 1000 and 2000 mc (Bingley, Tr. 3462). Panel 6 recommended that proposed television channels between 162 and 294 mc be used for relay purposes until needed for commercial television. Testimony was submitted on behalf of the industry that relay operation is now practical on frequencies between 300 and 400 mc and would soon be practicable on the frequencies between 1000 and 2000 mc (Bingley, Tr. 3463).

Channel Width

The industry is entirely in agreement that the minimum channel width below 300 mc for a television broadcast is 6 mc (Ex. 9, pp. 6-7; Ex. 11, p. 1). This corresponds to the width of the channel adopted by the Commission

Audax
EQUIPMENT

The "Royal Family" of pickups . . . cutters . . . jewel points

HARVEY, distributor of fine radio and electronic equipment, can now fill your orders on all AUDAX recording accessories. We have in stock AUDAX cutters, jewel points, and pickups, the last of which are made with the unique "relayed-flux" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyne. Recording studios and radio stations, recognizing their perfection, specify AUDAX wherever the performance requirements are exacting.

•

Upon receipt of suitable priority, HARVEY can promise you reasonably prompt deliveries of all AUDAX products.

Free! PICK-UP FACTS!
A valuable booklet containing the answers to most questions in the field of sound reproduction, written by Maximilian Weil, leading authority on the subject. Write to HARVEY for your copy.

hrc

HARVEY RADIO COMPANY
103 WEST 43rd ST., NEW YORK 18, N. Y.

y 3, 1941, as a standard for com-
cial monochrome transmissions on
uencies below 300 mc and for ex-
imental field testing of color trans-
sions. The channel width required
a television broadcast station on
uencies above 400 mc for the trans-
sion and reception of higher defini-
monochrome pictures and high
nition color pictures must be deter-
ed by experimentation (Smith, Tr.
3; Craven, Tr. 3499-3500).

Number of Channels

TPB Panel 6 felt that approxi-
ely 30 channels were necessary to
vide a nationwide competitive tele-
on broadcast service (Smith, Tr.
1; Ex. 7, p. 13). In recognition of
crowded condition of the spectrum
w 300 mc the panel worked out an
cation plan for a competitive broad-
service which utilized 26 channels
6 mc wide (Smith, Tr. 1701-03).
el 2, after considering the needs of
er services, reduced the request to
hannels, 6 mc wide, below 300 mc
lliffe, Tr. 4523-30; Ex. 522).
decrease in number of chan-
was based upon the conclusion of
el 2 that sufficient space could not
found for television below 300 mc
the 26 channels recommended by
el 6 (Ex. 525). The recom-
dation of Panel 2 was based
art upon the Government sharing
television a number of the chan-
recommended (Jolliffe, Tr. 4529).
TPB Panels Nos. 2 and 6 both
mmended that frequency space be
side above 400 mc for the develop-
t of wide channel television (Ex.
22; Ex. 522, p. 3). The space
mmended for this purpose by Panel
as 460 to 956 mc (Ex. 522, p. 3).
e proponents of ultra-high fre-
cy agreed that some channels be-
00 mc might be necessary for tele-
n operation until the wide channel
ice has been established in the
-high frequencies (Ream, Tr.
1776; Craven, Tr. 3504-06). It
also suggested that a station op-
ng on a 6 mc channel might
gh a dual system also render sim-
eous service on a wide channel
m. Tr. 1779-85). Upon the as-
tion that television would find
timate home in the ultra-high fre-
ies, CBS recommended that tele-
n broadcasting be allocated 30
nels above 300 mc (Ream, Tr.
1806). The Cowles Broadcasting
recommendation was 40 channels
en 480 and 1000 mc (Craven,
494).
ere appears to be agreement that
number of channels required to
de a competitive service in the
sted eastern part of the U. S.—
East Coast area from Boston to
ington — would be sufficient
nels to establish a nationwide com-petitive service (Smith, Tr. 1701). This was primarily the basis upon which the proposals made were determined. As to the specific number of channels necessary the general feeling was that 30 would be adequate, 15 too few (Joliffe, Tr. 3067-68). However, the Commission finds 12 channels are the maximum which can possibly be assigned to television below 300 mc if the minimum needs of other radio services are to be met.

COMMISSION'S PROPOSALS

The Commission is fully convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc can be developed, and the transmission of higher definition monochrome pictures and high-definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6 mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6 mc channel, with the improvements presently available over prewar developments, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6 mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

We find that there can be made available to television broadcasting, 6 channels between 44 and 84 mc and 6 channels between 180 and 216 mc. It will be noted that the frequencies between 225 and 300 mc could not be considered for television broadcasting because all these frequencies are required for Government services, and hence the six channels formerly assigned to television in this portion of the spectrum must necessarily be deleted. It will be further noted that television has been allocated the same number of channels—12 channels—below 225 mc as previously were allocated to that service, but that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that old television channel No. 7 (102-108 mc) is left unassigned at this time and that before making an assignment the Commission will give due consideration to the requirements of television. It is urged that manufacturers of television receiving sets include this band.

The table below shows the 12, 6-mc channels that have been assigned to television broadcasting:

Channel No.	*Megacycles*
1	44 to 50
2	54 to 60
3	60 to 66
4	66 to 72
5	72 to 78*
6	78 to 84
7	180 to 186
8	186 to 192
9	192 to 198
10	198 to 204
11	204 to 210
12	210 to 216

*Arrangements must be made for the removal of the aviation markers centering on 75 mc before this band will be available for television.

Television channels 7 through 12 (180-216 mc) will be available temporarily for television relay purposes until such time as these facilities are required for television broadcastings.

On the basis of the foregoing allocations, it will be possible to authorize 7 television stations in one city if the need therefore is shown. Four of these stations can be assigned in the 6 channels below 100 mc and the other three in the 6 channels available between 180 and 216 mc.

The portion of the spectrum between 480 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used by "pickup" stations for relaying program material to the main television station for broadcasting. In addition, frequencies between 480 and 920 mc will be available for this type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

The testimony indicates that sky-wave interference may be a problem with television broadcasting on the lower frequency channels assigned to this service. It was impossible because of the demands of other services, to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this sky-wave interference develop, the 6 channels above 180 mc offer a possible means for alleviating this interference, in that these channels, in time, can be employed for the higher powered stations, and the low frequency channels reserved for stations that can utilize a limited power for rendering a satisfactory service.

In order that a television broadcast system may be developed for the transmission of color pictures and superior monochrome pictures through the use of wider channels, the space between 480 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels in these ultra-high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 480 and 920 mc for experimental television and will not designate any particular channels. Applicants desiring to operate in this portion of the spectrum should consult with the Chief Engineer as to the exact frequency band they should utilize.

It is the hope of the Commission that all persons interested in the future of television will undertake comprehensive and adequate experimentation in the upper portion of the spectrum. The importance of an adequate program of experimentation in this portion of the spectrum cannot be over-emphasized, for it is obvious from the allocations which the Commission is making for television below 300 mc that in the present state of the art the development of the upper portion of the spec-

CRYSTALS

OLLISTER CRYSTAL CO.

Boulder Colorado

UARTZ OSCILLATORS SINCE 1927

More SAFETY

A lighthouse lights the safe way for sea traffic.

More SAFETY

WHBQ offers MORE Safety for your advertising dollar and produces MORE listeners per dollar spent than any other Memphis Station.

Memphis is the first city in cotton. It is the world's largest cotton market.

SOUTH'S 24-Hour Station

WHBQ

Bob Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

trum is necessary for the establishment of a truly nation-wide and competitive television system.

As has been stated in other portions of this report the demand for space in the spectrum is so great that each station and service is expected to make the best usage of its facilities and one of the underlying principles is that where within a reasonable time a particular station or service has not made full usage of its assigned or allocated facilities consideration would be given to the needs of others. Cognizance is taken of the fact that even a single television channel requires more spectrum space than is assigned to all the stations of some other services. Therefore, while television stations will be licensed as at present on an unlimited time basis, if after a reasonable period licensees are not using the facilities sufficient to warrant an unlimited assignment, consideration will be given to applicants for all or part of the time.

In order further to conserve facilities, the Commission, in the case of Television Channels 1, 2, 3, 4, 5, 9, 10, 11, and 12, proposes that provision may be made for the operation of non-governmental fixed or mobile services on these channels upon a proper showing of need and that these channels may be shared on a non-interfering basis. Similar provision is being made for the sharing of Television Channels 7 and 8 with governmental fixed and mobile services.

FACSIMILE

COMMISSION'S PROPOSALS

THERE is no technical or other objection to the use of channels allocated for FM broadcasting for facsimile broadcasting during the period in which sound broadcasts are not being rendered. When engineering standards are adopted for facsimile broadcast service provision will be made in the Commission's rules to permit the use of the FM channels by the respective licensees of both commercial and educational stations to transmit facsimile material as an auxiliary service to their regularly scheduled sound program service.

Each FM channel is 200 kc wide and if any channel limitation is necessary in the use of these channels for facsimile as an auxiliary broadcast service, it can be determined at the time standards are adopted. It is understood that the industry through the RTPB will propose standards for facsimile broadcast transmissions on a simplex basis in the near future. In addition some of the channels in the 25 mc band will continue to be available for experimental facsimile.

By multiplexing facsimile with sound transmissions simultaneous reception of sound and facsimile from a single broadcast station can be accomplished. The Commission appreciates that this offers certain service advantages. However, the Commission does not believe such operation should be permitted, except on a limited or experimental basis, until a system can be demonstrated whereby both the sound and facsimile material can be transmitted and received on the one channel without degradation to either of the transmissions and without requiring the use of filters or other devices which would increase the cost or complexity of receivers for use in an area by those not desiring to receive facsimile. Accordingly for the time being the use of the FM channels for facsimile transmissions will be restricted to simplex operations.

The twelve 6 mc channels allocated for television must be fully utilized if they are to serve to provide a nation-wide broadcast service. With this in mind, the Commission does not believe it would be in the interest of television broadcast service to permit the licensees of television stations to utilize their sound and video channels for facsimile broadcasts. Accordingly the proposal suggesting such operation must be rejected.

By permitting the use of the FM channels allocated for both commercial and educational broadcast service for facsimile broadcasting, 90 channels are made available for establishing facsimile as a broadcast service to the public. This of course does not satisfy the proposal that facsimile be allocated frequency space whereby a separate broadcast service can be rendered. This is important so that facsimile broadcasting may develop as a separate service if the need therefore is shown rather than be dependent permanently on operation in connection with other radio services.

In this connection, the Commission has made available the frequency space between 470 and 480 mc for experimental facsimile broadcasting and thus providing space for facsimile to develop as a separate broadcast service to the public. Also the space between 102 and 108 mc has not been assigned and the use of this space for facsimile as a separate broadcast service to the public will be later considered in conjunction with the demands that may made by the FM, Emergency and Television services.

* * *

With respect to the use of facsimile by other services, the Commission is of the opinion that the need shown does not warrant the allocation of frequencies for this specific purpose except that provision has been made for experimental police facsimile in the band 940 to 960 mc. With respect to other services facsimile operation may be authorized in any service where it appears to be in the public interest provided the emissions are confined to the band authorized for the service.

RELAY SERVICE

The Commission's Proposal

THE COMMISSION'S proposed allocation of bands which will be available for assignment to fixed and mobile services including radio relay systems, conforms almost exactly with the RTPB proposal:

1225-1325	mcs.
1900-2300	"
3900-4550	"
5750-7050	"
10500-13000	"
16000-18000	"
26000-30000	"

The allocation is accompanied by the following note:

"Services will be established in these bands on an experimental basis pending adequate showing as to need and technical requirements."

The 5750-7050 mcs band represents an attempt to reconcile a conflict between the IRAC proposal embracing 5750-6900 mcs and the final RTPB proposal of two bands, 5750-6800 and 6800-7200 mcs.

It should be understood that no commitment is being made to the effect that these particular frequencies will be assigned for relay purposes on a permanent or commercial basis. The usefulness and adaptability of these frequencies for relay purposes can be proven only by experimentation under practical operating conditions.

Until such time as the channels are required for television broadcast service channels 9, 10, 11 and 12 (192 to 216 mc) as well as channels in the band 480 to 920 mc may be used for television relay.

INTERNATIONAL BROADCASTING

INTERNATIONAL broadcasting is almost wholly conducted on frequencies below 25 mc, and accordingly the service will be treated in the subsequent report on that portion of spectrum.

One band above 25 mc, however, heretofore been allocated for international broadcasting. This is the band from 25,600 kc to 26,600 kc, allocated for broadcasting at the 1938 Telecommunications Conference (Cairo). Commission has heretofore listed channels, each 20 kc wide, in this band as follows:

25600 kc	25725 kc
25625 "	25750 "
25650 "	25775 "
25675 "	25800 "
25700 "	25825 "
25850 "	

The 25 mc band appears to be useful for international broadcasting during the maximum phase of the spot cycle. Even then, it is only useful for a short period near midday an hour which is not popular for international broadcast listening. Few any receivers able to cover this are in the hands of the public. U. S. international broadcasting regular basis has ever been carried over these frequencies and little regular international broadcasting, if by other nations.

The propagation characteristics the 25 mc region are not such as make it useful for long-distance ice which must be maintained long periods of time. It appears suited to low-power intermittent ices which can tolerate small amounts of intermittent interference. For reasons, the Commission is discontinuing the 25 mc international broadband.

It is the opinion of the Commission that discontinuing this band will no wise handicap international broadcasting, a service of great significance both with respect to U. S. policy international amity. The Commission is currently making efforts to ensure that adequate frequencies below 25 will be available, as will be shown the subsequent report on that portion of the spectrum.

OTHER BROADCAST SERVICES

(1) *RELAY BROADCAST*

(Parenthetic notations refer to numbered paragraphs of witnesses and transcript pages.)

IT IS PROPOSED to allocate relay broadcasting 22 channels between 25 and 28 mc, instead of the channels now allocated between 30 and 40 mc. These 22 channels would be shared with other services having intermittent operation, including Aural, Visional, Motion Picture, Relay Press and Geophysical. It is recognized that in some instances sky wave interference may be present in this range (3095). However, because of the limited intermittent operation of stations in this service, it is believed that sky wave interference problems will not be severe and that they will not be materially different from those now encountered at times by relay broadcast stations operating between 30 and 40 mc. The needs of emergency services and others having greater need for radio facilities in the 30 to 40 mc range have indicated the desirability of moving the relay broadcast frequencies slightly downward in this portion of the spectrum.

Only a limited amount of relay broadcast operation has taken place in frequencies in the range of 156 to 162 mc, and accordingly the eight channels formerly allocated are being reduced to four (shared with other intermittent services). Should a greater need be indicated in the future for relay broadcasting in this range, the matter will be reviewed at that time.

No channels are proposed specifically for relay pickup broadcasting in the 162 mc, pending a further determination of need. However, the band 920 to 940, allocated for experi-

Improve the Talent . . .

ON YOUR

RELIGIOUS ACCOUNTS

ADD THIS TRANSCRIPTION SERVICE TO YOUR LIBRARY

VIOLIN • MALE QUARTETS • PIPE ORGAN

TRIOS • HAWAIIAN ORCHESTRA • SOLOISTS

ORGAN-VIBE-HAWAIIAN • MANY OTHERS

16-inch transcriptions
33 1/3 R. P. M.
10 Selections on each
In agreement with
A. F. of M.
WRITE FOR DETAILS
Dept. B-115

CAMPUS CHRISTIANS
427 WEST 5th STREET LOS ANGELES 13, CALIFORNIA
EXCLUSIVE RECORDINGS OF AMERICA'S FINEST RELIGIOUS ARTISTS

oadcasting, and 940 to 960 mc, allo-
ted for fixed services and experimen-
l broadcasting, as well as the vari-
s experimental fixed and mobile
nds above 1900 mc, will be available
r experimentation in this service.

(2) *ST (STUDIO-TRANSMITTER) BROADCAST*

ST stations are used to transmit
rograms from the main studio to the
ransmitter of a FM broadcast station
r an international broadcast station.
wenty-three channels of 600 kc width
re now allocated to this service in
e range 330 to 344 mc. ST stations
mploy FM only, with a maximum fre-
ency swing of 200 kc (Tr. 3671-
72).

The recommendation of RTPB, Pan-
4, was that the ST service be allo-
ted 16 600-kc channels between 300
1000 mc, 16 600-kc channels be-
een 1000 and 3000 kc, and 16 chan-
ls of unspecified width between 3000
d 10,000 mc. In support of this pro-
al, the technical and economic ad-
ntages and dependability of radio
nks were stressed (Tr. 3687-3688,
90). It was also urged by witnesses
ntifying with respect to interna-
nal and educational broadcasting
eds, that ST allocations be adequate
meet the important and growing re-
irements of those services (Tr. 682-
3, 1434-1435).

Panel 2 of RTPB proposed that ST
oadcasting be allocated (on a shared
sis with other services) the bands
400 to 420 mc and 1600 to 1900 mc,
well as experimentally the band of
00 to 7200 mc (Tr. 4539, 4543).
It is proposed to allocate the band
940 to 960 mc to the ST broadcast
rvice, to be used on a shared basis
th the fixed point-to-point and de-
lopmental broadcast services. Opera-
n in the television channels between
0 and 216 mc may also be author-
ed for ST stations upon the condi-
n that no interference will result to
levision broadcasting. The channel
dth for ST stations in these several
nges has not as yet been determined.
Removal of the ST band from its
rrent range of 330 to 344 mc is ex-
cted to impose no hardship. It is ex-
cted that the few ST stations now
operation in this band will be per-
tted to continue on a temporary
sis, provided no interference to Gov-
rnment services results from such
eration.
Consideration of the request for al-
cation of ST frequencies above 1000
c will be given at a later time, upon
showing of need for such additional
annels and further information con-
rning equipment development. The
ed and mobile bands above 1900 mc
e, however, available for ST experi-
entation.

(3) *SATELLITE CONTROL*

Satellite control is a new type of
rvice proposed by Panel 4 of RTPB
an aid in the use of satellite trans-
tters by standard broadcast stations.
tellite transmitters are used to im-
prove the coverage of broadcast stations, and it was stated their use has not been general due to complexity of interconnecting equipment and economic factors. It was stated that it is now believed practical to provide the connecting circuit between the controlling standard transmitter and the unattended satellite by use of ultra-high frequency radio channels.

The proposed method would use a small portion of the carrier power from the controlling transmitter to modulate a high-frequency transmitter, with the audio program present as secondary modulation. At the satellite transmitter a receiver would eliminate the high frequency component, and the resultant broadcast frequency carrier would be amplified and broadcast. Highly directive transmitting and receiving antennas would be used for the control circuit (Tr. 3688-3691).

Panel 4 of RTPB proposed that three channels be allocated for this purpose in each of three bands, namely, 1200 to 1210 mc, 5200 to 5300 mc, and 8300 to 8500 mc. The channel width required would be a maximum of 3220 kc, for a standard broadcast station operating on 1600 kc (Tr. 3688-3691; Ex. 156). Mr. Craven also recommended that synchronization control links be provided above 1000 mc. The final report of RTPB Panel 2 did not provide specific bands for satellite control stations, but did propose experimental bands wherein such operation could be included. These bands are as follows: 5750 to 6800 mc, 6800 to 7200 mc, 10500 to 13000 mc, 16000 to 18000 mc, 26000 to 30000 mc, and above 30000 mc.

The Commission recognizes that the use of radio control circuits may be desirable in some instances for the operation of satellite transmitters. No evidence has been submitted, however, to show that this function cannot be performed by the use of wire lines, and the information available is not adequate to indicate that the proposed service is technically ready for establishment on a regular basis. Accordingly, no channels are now being specifically allocated for this purpose, pending further development and showing as to need of radio facilities for such circuits. Experimentation will be authorized in the fixed and mobile bands above 1900 mc.

(4) *DEVELOPMENTAL BROADCAST*

Developmental broadcast stations are licensed to carry on development and research in the advancement of broadcasting including development of equipment, propagation research and other related subjects. Such stations may broadcast programs when they are necessary to the experiments being conducted, and no regular program service may be broadcast unless specifically authorized by the license.

Developmental broadcast stations are now allocated 51 frequencies beginning at 1614 kc and extending to the region above 401 mc. These frequencies are also available under the Commission's rules for assignment in a number of experimental services. Other frequencies may be assigned to developmental broadcast stations when necessary and upon a satisfactory showing that the proposed operation will not cause interference to established services (Tr. 3669-3673).

The bands 920 to 940 and 940 to 960 mc are proposed for developmental broadcasting, the latter to be shared with low-power fixed point-to-point services (studio-transmitter, control circuits, police fixed facsimile circuits, etc.).

It is contemplated that other experimental frequencies, principally above this range, will also be available for developmental broadcasting if found necessary or desirable.

(5) *EXPERIMENTAL HIGH-FREQUENCY BROADCAST*

This service provided for experimentation in high-frequency broadcasting, including a program service, prior to the allocation of frequencies and the adoption of rules for the commercial FM broadcast service. Frequencies for such experimental broadcasting are set forth in Sections 4.111 to 4.117 of the Commission's Rules and include frequencies in the ranges of 25 to 27 mc, 42 to 44 mc, 116 to 118 mc and frequencies above 300 mc. The rules for experimental high frequency broadcasting have not as yet been deleted, in order to provide for the few such stations yet in operation. No new stations in this service have been authorized since 1940 (Tr. 3673-3674).

It is expected that this service will be deleted and, acordingly, no allocations are proposed. Applications proposing experimentation in high-frequency broadcasting will be considered under the developmental broadcast service.

NONCOMMERCIAL EDUCATIONAL

Position in Spectrum

SUBSTANTIALLY all of the witnesses who appeared with respect to non-commercial educational broadcasting agreed that the educational band should continue to be contiguous with the regular FM broadcast band. The Commission, accordingly, has moved the educational band along with the regular FM band, so that they remain contiguous.

The reasons for moving the regular FM band up from 43-50 mc to 88-102 mc are fully set forth in the previous section of this report (FM). The same reasons which were decisive with respect to moving the regular FM band are similarly decisive with respect to moving the noncommercial educational FM band. It is the conclusion of the Commission that educational broadcasting will be able to render a markedly superior service as a result of the superior propagation characteristics of the band of 84 to 88 mc as compared with the present 42-43 mc band.

To minimize the difficulties for the five present noncommercial educational licensees, it is provided that they may retain their present assignments until receivers covering the new band become freely available, and for a stated period thereafter to be subsequently determined by the Commission. During this interim period, existing regular FM stations will also be shifted to the 42-44 mc band. Thereafter the advantages accruing to the educational stations from the superior propagation characteristics on the higher frequencies, plus the advantages accruing from a position immediately adjacent to the regular FM band, will no doubt outweigh the inconvenience of changing frequency.

Channel Width

Substantially all of the witnesses appearing with respect to this service urged that the 200 kc channel width be retained. No education witnesses dissented from this view. Accordingly, the Commission's allocation retains the 200 kc channel width. The reasons for maintaining this channel width are fully set forth in the previous section of this report (FM). It is the opinion of the Commission that educational broadcasting will benefit from the wide range of audio frequencies, the wide dynamic range, and the noise suppression characteristics which can be achieved on FM channels 200 kc wide.

Total Number of Channels

Substantially all of the witnesses appearing on behalf of this service urged that at least 15 channels be set aside for noncommercial educational broadcasting. The burden of the testimony offered, moreover, makes it clear that if present plans of educators materialize, 15 channels will not be sufficient to provide the statewide service which educators desire. Accordingly, the Commission concludes from the evidence submitted that 20 channels, each 200 kc wide, from 84 to 88 mc should be allocated for noncommercial educational broadcasting. • • •

The testimony thus briefly summarized plus the general tenor of the testimony and exhibits of educators appearing in these hearings makes it clear that at least 20 channels must be allocated to noncommercial educational broadcasting if presently planned noncommercial educational broadcasting are to find room in the spectrum.

The testimony and exhibits show that the service which these noncommercial educational FM stations propose to render is of outstanding merit, and may profoundly affect not only American education but our democratic institutions as a whole. • • •

The Commission has been committed to

"Its a WIZE advertizer who uses the Springfield, Ohio Market."

An inquiry Will prove it.

WIZE Springfield Ohio...

...ED & CO... National Representatives

SHAKE HANDS WITH

"THE FRIENDLY GROUP"

Introducing Four Stations in Four States under the management of "The Friendly Group". Extending you a friendly hand for more business from these thriving communities.

For further details, write John Laux, Managing Director "The Friendly Group", Steubenville, O.

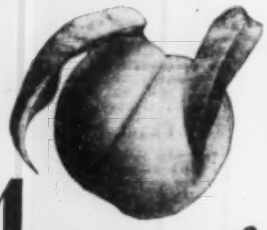
THE FRIENDLY GROUP

WSTV STEUBENVILLE, O. JOHN LAUX, MGR. MUTUAL

WFPG ATLANTIC CITY, N. J. EDDIE KOHN, MGR. BLUE NETWORK

WJPA WASHINGTON, PA. JOHNNY CROFT, MGR. INDEPENDENT

WKNY KINGSTON, N. Y. LOU STEKETEE, MGR. MUTUAL



24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS **WSPA** SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

WBNX

DAILY PROGRAMS IN

Italian · Polish · English · Jewish · German

5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

KWJJ 1000 WATTS 1080 KC
FULL TIME STATION
PORTLAND, OREGON
A B C NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

the principle of allocating facilities for educational use since 1938; the present hearings make it seem altogether probable that the fruits of this policy will ripen in the not too distant future. The quality of educational broadcasting is assured by the quality of our educational institutions generally. The proposals in many states for statewide educational FM networks afford a way in which the best which our educators can offer will be made widely available through FM broadcast systems serving entire states.

It is possible, of course, that educational broadcasting will not materialize on the scale which educators are currently planning. Alternatively, it is possible that the scale of development may be so great as to require more than 20 channels at some future date. If 20 channels for education prove too many, the channels nearest 88 mc can be reassigned to regular FM; and to facilitate this possibility, the Commission's policy will be, to the extent feasible, to assign educational stations first to the lower channels of the 84-88 mc band. If, on the other hand, 20 channels prove too few, two possibilities for expansion exist. Receiver manufacturers have been advised to build FM receivers covering not merely the proposed FM and educational FM bands but also the adjacent bands from 78 to 84 and 102 to 108 mc. (See Section 8 of this part). This makes possible the future expansion of both commercial and educational FM if circumstances so require and subject, of course, to the needs of other services.

Miscellaneous Educational Requests

In addition to the generally agreed upon request for expansion of the noncommercial educational broadcast band, various educational witnesses individually requested certain other assignments for educational use. These can be reviewed in order.

1. Additional standard broadcast facilities. * * *

* * * A particular opportunity exists with respect to any educational institutions desiring to provide standard broadcast service to areas presently unserved. Nearly 10,000,000 people within the continental limits of the United States live outside the daytime service areas of any standard broadcast station (Ex. 150), and more than 21,000,000 live outside the nighttime primary service area of any standard broadcast station (Ex. 151). Approximately 38.5% of the area of the continental U. S. lies outside the daytime service area of any standard broadcast station (Ex. 152) and 56.9% lies outside the nighttime primary service area of any such station (Ex. 153). The economic factors which make service to these areas unappealing to commercial applicants may not apply with equal force to educational institutions. Applications for standard broadcast facilities from educational institutions or others desiring to bring service to those areas presently unserved (see maps, Ex. 148 and 149) will be given especial consideration, as required by Section 307 (b) of the Communications Act of 1934.

2. Allocation of a group of channels in the vicinity of 2500-3500 kc. President Bevis and the engineer who accompanied him, R. C. Higgy of Station WOSU, Ohio State U., suggested the allocation of a minimum of 10 channels, each 10 kc wide, between 2500 and 3500 kc, for medium-distance broadcasting stations of 5,000 w power, "with preference to education and public services where large areas must be covered, and particularly where FM service does not prove practical." (Tr. 1199-1200, 1211-1214). The plans worked out by several states for statewide FM networks show that the problem of medium-distance educational broadcasting can be fully solved on the 20 FM channels allocated to education. The practicability of educational broadcasting in the 2500-3500 kc range would be seriously limited by the fact that few receivers in the hands of the public now or hereafter will be designed to tune these frequencies. No evidence was submitted that any educational institutions would make use of the proposed channels if they were so allocated. Accordingly, the proposal is rejected.

3. Television channels. Several of the educational witnesses suggested that educators might at some future date be interested in educational television.

With respect to immediate television development in the bands from 44 to 84 mc, and from 180 to 216 mc, it does not appear that the current educational interest in television or the probability of a multiplicity of educational television stations in the near future is sufficient to warrant reserving any of the television channels between 44 and 84 mc or between 180 and 216 mc exclusively for educational use. Educational institutions desiring to procure television licenses in these frequencies are of course free to apply under existing Commission regulations, and the Commission will treat such applications on an equal basis with applications from non-educational applicants. Experimental television station W9XUI is now licensed to the State U. of Iowa, and an experimental television station W9XG is authorized under a construction permit to Purdue University.

With respect to television developments higher in the spectrum, on the experimental television channels between 480 and 920 mc, the evidence in this record is not sufficient to warrant reservation of an educational band at this time. If at any future date educational institutions believe that there is sufficient educational interest in television and sufficient probability of developing a useful educational television service, the matter can be raised anew at that time.

4. Relay and ST Link Frequencies. U. S. Commissioner of Education John W. Studebaker requested the reservation of educational relay frequencies for two purposes (Tr. 1433-1434). First, he pointed out that at least 28 states are planning statewide educational FM networks, by means of which the various noncommercial educational broadcast stations in the state could be linked together for network broadcasting. While such stations could be linked by wire line or by direct rebroadcasting of programs from station to station in some instances, topographical, economic, or high-fidelity considerations might in other instances require relay transmitters to make possible statewide coverage. Second, Dr. Studebaker pointed out that in many localities two or more educational institutions were planning to share a single transmitter, and to connect this transmitter with their various studios. He urged the assignment of studio-transmitter link frequencies for this purpose.

The Commission appreciates fully the needs of education for such relay and studio-transmitter link facilities, and will take such steps as may be necessary to ensure that they will be available to educational institutions. The whole question of relay and link facilities, however, is currently uncrystallized. Much experimental or developmental work remains to be done. To assign a particular band of frequencies for educational relays or educational studio-transmitter links might, in future technological developments, have allocated a different band as superior for such services, hamper rather than assist educational broadcast developments.

Accordingly, the Commission proposes for the time being to amend its rules so as to permit noncommercial educational broadcast stations to receive auxiliary, relay, studio-transmitter link, and experimental assignments in the bands set aside for such services generally. It is believed that the bands set aside for such services are sufficiently wide to allow ample room for the development of all relay and studio-transmitter link facilities. If at any time it appears that there is need for a separate educational allocation for these services or that an advantage will accrue to educational broadcasting from making such a separate educational allocation, the matter can be reconsidered. Meanwhile, educational broadcasters desiring relay or studio-transmitter link facilities can make application in the bands now being opened up for such use. * * *.

DISCUSSION BY FREQUENCIES OF PROPOSED ALLOCATIONS

EXCERPTS from the FCC report citing reasons for proposed allocations of specific broadcast services. (References to nonbroadcast services deleted.)

42 to 44 mc—This range is presently allocated to broadcasting and is a portion of the band (42 to 50 mc) used in the U. S. for FM broadcasting. The proposed allocation, because of the propagation considerations discussed in section 8 of Part II, would move FM broadcasting to a region higher in the spectrum so that the band would begin at 84 mc. This change will ultimately leave the segment from 42 to 44 mc available for fixed and mobile operations, except aeronautical, and in the U. S. it will be used for an expansion of nongovernmental services discussed below.

It appears that it will be some time before materials are available for the construction of frequency modulation transmitters and receivers to operate in the portion of the spectrum beginning at 84 mc. In the interim it is proposed, as discussed in section 8 of Part II, that the present FM stations operating between 42 and 50 mc continue to render a temporary FM service on the channels between 42 and 44 mc.

The propagation characteristics of frequencies between 40 and 44 mc [illegible] those in the band between 25 and 30 mc appear to be desirable for certain mobile services and wide experience with similar services in the 30 to 42 mc range has indicated the desirability of continuing such operations in this band.

44 to 50 mc—Internationally this 6-mc segment is presently allocated to television broadcasting but has been used in the U. S. together with the segment between 42 and 44 mc for high frequency (FM) broadcasting. The proposed allocation designates this segment as the No. 1 television channel and it is further proposed that this channel be shared by nongovernmental fixed and mobile services (such as police control and relay circuits, point-to-point, marine control circuits, forestry fixed circuits, rural telephone, broadcast studio to transmitter links, railroad terminal and yard operations) upon a proper showing that there is a need for it and that such sharing can be accomplished without resulting harmful interference.

50 to 60 mc—This portion of the spectrum is presently divided between television broadcasting and the amateur services with television from 50 to 56 mc and the amateurs from 56 to 60 mc. The proposed allocation would result in shifting the two bands so that the amateurs would be allocated 50 to 54 mc and television channel No. 2 would fall between 54 and 60 mc. This shift will not interfere with amateur operations and it will result in a substantial benefit to television as it will make possible the assignment of 4 out of 6 channels instead of 3 out of 6 in highly congested areas. Again it is proposed that television channel No. 2 be shared with nongovernmental fixed and mobile services on the same basis as channel No. 1.

60 to 84 mc—The present international assignments are: 60 to 66 mc allocated to the fixed and mobile services but is used in this country for television; 66 to 72 mc is internationally allocated to television and used in this country for television; 72 to 78 mc is internationally allocated to fixed and mobile and used in this country by the Government for fixed and mobile services including the channel centering on 75 mc which is widely used for aviation markers; 78 to 84 mc is internationally allocated to television and used in this country for that service. It is proposed that television channels 3, 4, 5 and 6 be allocated to this portion of the spectrum and that provision be made for sharing with nongovernmental fixed and mobile services on the same basis as television channels Nos. 1 and 2.

While the international designation would provide for a sharing between television and fixed and mobile of all 6 channels, the Commission would not propose to assign any fixed and mobile operations to channel No. 6 at this time because this channel is adjacent to the lower end of the FM band and it is desired to keep it available for the possible expansion of FM if the needs that service outweigh the needs of other services, should television vacate this portion of the spectrum. A sharing between television and other services on this channel would complicate such expansion of FM if television vacates this channel, as there would still be the problem of moving the fixed and mobile services. In the event television should vacate this channel, the Commission would also be in a position to consider reallocating the No. 6 television channel in whole or in part to the emergency services or facsimile.

84 to 102 mc—This entire portion in the spectrum is presently allocated to television with the exception of a segment between 90 and 96 mc, which is allocated to fixed and mobile services and used by governmental services in this country. It is proposed to allocate this portion of the spectrum to FM broa

(*Continued on page 65*)

(Continued from page 64)

sting. Provision is made for a total of 90 channels, the lower 20 being re-ved at this time for noncommercial educational broadcasting and the remain-70 to be used for commercial high-frequency (FM) broadcasting.

162 to 108 mc—This portion of the spectrum is presently allocated to tele-ion broadcasting. The Commission has determined to make no allocation of ese 6 megacycles at this time. As pointed out in section 8 of Part II it may velop that sufficient channels have not been provided for FM broadcasting. may also develop that the emergency services will require additional assign-ts in this region. If the development of channels above 470 mc for television d facsimile is delayed, and if there is sufficient need for additional space be-225 mc for these services, it may be necessary to utilize this band to ac-mmodate one or more of these services. So that it will be in a position to vide for these contingencies and to make a decision based upon actual oper-g experience and demonstrated need for channels, the Commission is reserv-this band for future assignment for one or more of the uses just named.

162 to 180 mc—This band is presently allocated as follows: 162 to 168 mc television; 168 to 180 mc to fixed and mobile—used in the U. S. by govern-tal radio services. The proposed allocation gives the governmental services htly less space (162 to 170 mc) and the 10 megacycles between 170 and 180 is proposed to be allocated to navigation aids, a substantial number of which already operating in that band.

180 to 216 mc—Present allocations are as follows: 180 to 192 mc to televi-n (2 channels); 192 to 204 mc to fixed and mobile—used in the U. S. by governmental services; 204 to 216 mc to television (2 channels). The pro-d allocation contemplates 6 contiguous television channels (Nos. 7-12). annels 7 and 8 (180 to 192 mc) are proposed for sharing by television and governmental services. Channels 9, 10, 11 and 12 (192 to 216 mc) are pro-d for sharing by television and nongovernmental fixed and mobile services the same basis as channel No. 1.

216 to 420 mc—Present international allocations in this band are as follows: to 224 mc to fixed and mobile—assigned in the U. S. to the Government; to 230 mc to amateur services; 230 to 234 mc to fixed and mobile; 234 to mc to television; 246 to 258 mc to fixed and mobile—used in the U. S. by governmental services; 258 to 270 mc to television; 270 to 282 mc to fixed mobile—used in the U. S. by the governmental services; 282 to 294 mc to vision; 294 to 300 mc to fixed and mobile—used in the U. S. by govern-tal services. At present there are no international allocations above 300 mc. wever, the Commission has allocated 400 to 401 mc to the amateur services. The proposed allocation between 216 and 420 mc is for fixed and mobile vices to be used in the U. S. exclusively by the governmental radio services, ept for the band 220 to 225 mc, which is assigned to the amateurs in lieu of r present band 224 to 230 mc, and except further 75 channels between 225 d 400 mc which will be assigned to non-governmental aviation services. The S. Government services now have great quantities of equipment operating frequencies throughout this portion of the spectrum and it is proposed that s use be continued. In exchange for this assignment the governmental serv-s are not making any requests for exclusive assignments between 420 and 5 mc. As indicated below, this will make possible the assignment of an even ger continuous portion of the spectrum to non-governmental services, par-larly experimental television broadcasting.

470 to 480 mc—This range is allocated to experimental facsimile broadcasting described in section 16 of Part II.

480 to 960 mc—This range is allocated to experimental broadcast services. It expected that this portion of the spectrum will be devoted primarily to ex-rimental television but other broadcast services will be permitted to experi-nt between 920 and 960 mc. It is to be noted that the portion of the spec-m between 508 and 524 mc is being allocated to air navigation aids but it is pected that this use will be discontinued. An appropriate note to the proposed ocation reserves it for experimental broadcasting. It should also be noted that ween 940 and 960 mc certain fixed services, such as studio transmitter links, trol and police facsimile, will be permitted to conduct experimentation.

BS PROGRAM PLANS OR 1945 OUTLINED

OUGLAS COULTER, CBS vice-sident in charge of programs, lined the network's program ns for 1945 to the nine members the CBS Affiliates Advisory rd at the group's first meeting the year, last Wednesday and rsday at CBS headquarters in w York. William Lodge, direc-of engineering, reviewed the tus of FM and television. John rchill, director of research, sented data from the seventh es of CBS Listening Area dies.

AAB members attending in-ded: C. T. Lacy, WRVA Rich-nd, chairman; John M. Rivers, SC Charleston, S. C., secre-; Arthur B. Church, KMBC nsas City, Clyde Coombs, KARM ano, Franklin M. Doolittle, RC Hartford; Leo Fitzpatrick, R Detroit; I. R. Lounsberry, BW Buffalo; C. W. Rembert, LD Dallas; W. H. Summerville, WL New Orleans.

ther CBS executives who met h the station men included: l W. Kesten, executive vice-sident; Joseph H. Ream, vice-sident and secretary; Frank K. ite, vice-president and treas-r; Herbert V. Akerberg, vice-sident in charge of station rela-tions; William C. Gittinger, vice-president in charge of sales; How-ard Lane, director of station rela-tions; William A. Schudt, Eastern division manager, station relations department.

BBC Newsman Barred

FOR THE FIRST time since the Normandy invasion, Supreme Head-uarters last week canceled the ac-creditation of a correspondent. Cyril Ray, BBC correspondent with the AES, was charged with vio-lating security by broadcasting an uncensored account of the U. S. First Army's counter-attack against the German forces at Ar-dennes. Other correspondents have had their credentials suspended for various violations, but this is the first case of cancellation.

FCC Tours Bell

MEMBERS of the FCC last Fri-day were in New York to inspect new radio and communications innovations of Bell Telephone Labs. Accompanying the six FCC members were Chief Engineer George P. Adair and General Counsel Charles V. Denny. The Commissioners left for New York following the Radio Correspond-ents Assn. dinner last Thursday night.

Disc-Turner Case Hearing Expected

All Parties Would Be Heard; Nets Welcome NABET Action

EARLY ACTION by the National Labor Relations Board in the NA-BET-network-Petrillo platter turning case was expected last week as the Board announced receipt of an unfair labor practice charge filed by NABET against NBC and Blue for refusal to bargain. Simultane-ous issuance of a complaint and calling of a hearing at which all parties will be heard were consid-ered probable this week.

NABET's charge, filed with the New York regional Board under Sections 8(1) and 8(5) of the Na-tional Labor Relations Act, stated that the networks advised the tech-nicians union "that they would re-fuse to honor the certification of the NLRB and bargain with NA-BET because of the threats of James C. Petrillo of the Musicians' Union to call a series of wildcat strikes because NABET was a company dominated union."

NABET"s action was welcomed by Niles Trammell, president of NBC, and Mark Woods, president of Blue, both of whom issued state-ments explaining their positions and making public their letters to Allen T. Powley, NABET presi-dent, giving their reasons for re-fusing to recognize the NLRB cer-tification.

Mr. Trammell stated that NBC "is and always has been willing to abide by a decision conclusively de-termining the jurisdictional ques-tion. However, in view of the fact that the AFM insists that the cer-tification of the NLRB did not ef-fectively determine this issue and refuses to abide by it, we decided that we had no alternative but to decline to negotiate with either union with respect to 'platter turn-ers' until the issue was finally and effectively determined."

Cassidy Due Home This Week From War Front

JAMES CASSIDY, director of in-ternational broadcasts of WLW Cincinnati, who has been overseas since last July, is scheduled to arrive in New York late this week for a rest after covering the Euro-pean war. Arriving in London dur-ing the heavy buzz bomb attacks, Mr. Cassidy has seen action with Gen. Hodge's First Army.

He was the first American cor-respondent to reach Germany, scooped the world on the fall of Aachen and narrowly escaped death two days before Christmas in a Nazi dive-bombing attack in which four newspaper correspon-dents were killed [BROADCASTING, Jan. 8]. Mr. Cassidy will be met in New York by his wife, Rita Hackett, for several years a star in her own right on WLW and WSAI prior to its acquisition by Marshall Field.

Inaugural Coverage

RADIO coverage of the Presiden-tial inauguration ceremonies in Washington Jan. 20 will be limited to Washington radio reporters already members of the Radio Cor-respondents Assn. who have White House Correspondent's Assn. cards.

FOR THE "World's Best Coverage of the World's Biggest News"

UNITED PRESS

Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

A full page of them in the February 5th issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

SPORTS WHN WHN WHN WHN
MUSIC 1050 1050 1050 1050
NEWS WHN WHN WHN WHN
WHN
DIAL 1050-50,000 WATTS

Proposed FCC Allocations

(*Continued from page 18*)

ard broadcast service. A number of proposals were made during the hearing for utilization of this valued frequency, with suggestions that it be duplicated for local service throughout the country.

Because the demand for frequencies greatly exceeded the supply, the proposed allocations left flexible assignments for broadcast service. Thus, vastly increased facilities may be provided for FM; an additional 6-mc band (102-108 mc) is unassigned but can be used for either FM or television; provision is made for facsimile on a simplex rather than on a multiplex basis, but with multiplexing possible on FM frequencies if experience indicates its feasibility.

The allocations, it is emphasized, are simply proposed and not final. Included in the 265-page report was an order specifying procedure to be followed in the filing of exceptions. A written request must be filed with the Commission by Jan. 29, and a covering brief must be submitted (25 copies) by Feb. 9. It is expected oral arguments will be limited—probably to 20 minutes pe party. Thereafter the Commission will determine final allocations. These may not deviate materially from the proposed plan.

The FCC did not announce proposed allocations to cover the range 10,000 to 25,000 kc, expected within four to six weeks. Racing against time, it completed the allocations for the range 25,000 to 30,000,000 kc in six weeks, which established a record for so Herculean an undertaking. Commissioner E. K. Jett, former chief engineer, supervised the FCC proceedings, with the bulk of the report drafted under the direction of General Counsel Charles R. Denny Jr. and Chief Engineer George P. Adair.

IRAC Plan Stands

The FCC report dealt with non-Government assignments and was coordinated with IRAC, with the latter setting the allocations pattern. A dozen meetings were held with IRAC, and the FCC met intermittently through last Wednesday on the report, giving the final approval at that time.

In most essential particulars, the IRAC plan of allocations, which brought a tidal wave of industry protest, appeared to stand firm. The Government retained practically all of the assignments IRAC originally earmarked. But the general non-Government assignments represented compromises down the line.

The television allocations, while a compromise of the positions of the two contending groups, nevertheless appeared to follow largely the plan originally enunciated by Commissioner Jett [BROADCASTING convention issue, April 26, 1943]. It was closer to the proposals of the prewar television protagonists, heard by RCA, than to the "upstairs" plan so vigorously supported by CBS. But by splitting the band and blessing high definition video, the allocation proposal solidly supports the "upstairs" advocates.

The FCC sought to develop its plan above 25,000 kc post-haste because of preparations under State Dept. auspices for the forthcoming inter-American radio conference in Rio de Janeiro to be held next month, and a projected world telecommunications conference to be scheduled when war conditions permit. Thus, the below 25-mc assignments, which would include provision for international broadcasting, were temporarily sidetracked.

The Commission emphasized that most, if not all of the allocations proposed "cannot be placed in effect until after transmitter, receiver and other materials, facilities and manpower again become available for civilian use." The recent trend, the Commission said, indicates "that it will be necessary * * * to continue indefinitely, and perhaps strengthen its present policies restricting the use of critical materials and manpower for civilian radio purposes." [Reports were current that WPB and FCC jointly would reimpose the solid freeze this week.]

The Commission said, however, that it believed it in the public interest to announce its proposed allocations now so that broadcasters, manufacturers of equipment and others desiring to enter radio "may be in a position to make whatever advance planning is necessary as soon as possible and so that adequate preparations may be made for future international conferences. In the meantime, the full efforts of the radio industry and the Commission must continue to be devoted to the prosecution of the war," said the report.

Stricter Standards

Another note of caution bespoke the limited available spectrum space. The Commission said this makes it mandatory that many services prepare "to employ much stricter engineering standards in future operation, such as improved frequency tolerances, reduced harmonic and other spurious emissions, better receiving equipment, etc."

The Commission made an especial plea for high quality receivers, pointing out, for example, that if the advantages of FM are to be obtained, it is essential that receivers have proper selectivity, limiter and discriminator characteristics. It urged that no receivers for any service be manufactured which radiate an appreciable signal to avoid serious interference. The slight difference in cost between a well-designed receiver and one of poor design is more than offset by the gain to all services.

The FM allocations are divided between noncommercial educational, which gets 20 frequencies, and commercial which gets 70. If the noncommercial services do not absorb all of the channels, commercial operations will be allocated the residue. The Commission stresses the importance of educational broadcasting, and points out that the testimony of educators indicated the service "may profoundly affect not only American education but all democratic institutions as a whole". There are now five educational FM stations in operation, with four under construction. Eight applications were on file when the hearing was held. Approximately 160 educational institutions have evinced interest in the service.

Present Stations Stay

The Commission emphasizes that existing FM stations will not be required to move up the band until receivers capable of tuning in the new wavelengths are generally available. "The cost to the public will not be great," it says, pointing out that only some 50,000 FM sets are in use and that these are principally combination sets capable of receiving both FM and AM. Moreover, they are several years old. Some can be converted. The FCC concluded that these converters or attachments would become obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters would not be substantial, the Commission said.

Apropos "subscription radio" proposed by the new subsidiary, Muzak, the Commission said no specific allocation would be made now. If this proposed service, which would be paid for on a rental basis by subscribers, proves technically feasible, the report said applicants would be permitted to apply for channels in the regular FM commercial band. Muzak, at the hearings, sought three FM channels at the end of the band for the "[illegible] squeal" service.

A quick analysis of the spectrum for broadcast and related services shows:

44-84 mc for 6 television channels 6 mc wide, which will be shared with non-government services on a non-interfering basis.

84-88 mc for noncommercial FM channels 200 kc wide as against 400 channels requested.

88-102 mc for commercial FM (100 channels 200 kc wide).

102-108 mc not assigned, but available either for expansion of FM, television, facsimile or non-Government emergency services.

108-216 mc for 6 television channels 6 mc wide.

470-480 mc for experimental and simile.

480-920 mc for experimental high definition television, but with the 524 mc band to be used temporarily for air navigation aids.

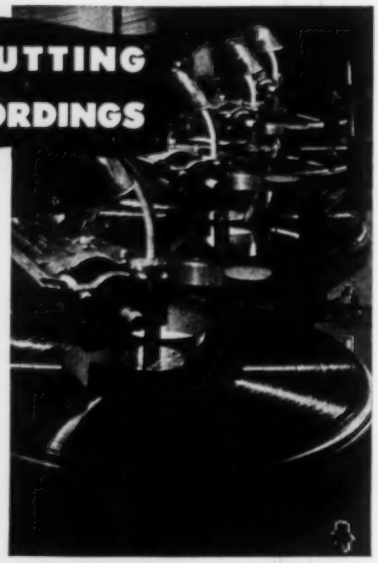
1225-1325 mc for television relays to be used as pickup for relaying programs to main television stations, in addition 480-920 mc range to be [illegible]

Decca Sales

DECCA RECORDS Inc., New York, and subsidiaries achieved the highest sales record in the company's history in 1944 with total sales estimated at between $13,500,000 and $14,500,000, compared with $11,278,345 in 1943, a peak year. November and December sales in 1944 were higher than in similar months in any previous year, December sales alone amounting to approximately $1,500,000.

COPIES

BY DIRECT CUTTING OF YOUR RECORDINGS



33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE
—packaged and shipped from Chicago.

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

le for this type of service until
ded for direct broadcasting.
In addition to the broadcast
rvices, the allocations cover other
dio communications projects in-
ding a number of new opera-
ns for railroads, civilian "walk-
talkie" services, rural telephone
d medical services.

Supplementary Services

The FCC's summary of these
pplementary services follows:

HEATRE TELEVISION
Since theatre television is still in the
perimental stage, the Commission
s not allocated any specific frequen-
es for the service but announces that
will consider applications for ex-
rimental authorization, in bands be-
allocated for that purpose. During
hearing it was stated that the
jor motion picture companies at the
d of the war will begin experimen-
tion with the production and exhib-
on of theatre television programs in
ecific local theatres and with the
nsmission of such programs to dis-
nt cities.

VIATION
Heavy demands of the aviation in-
stry for radio channels above 25
in the postwar period were granted
the Commission almost exactly as
ecified. Commission comment on this
rvice: "The importance of aviation
our present and postwar transpor-
tion and economy does not require
aboration. Aviation operations are
olly dependent upon the use of radio
insuring the safety of life and
operty in the air."

MATEUR
The allocation plan boosts the num-
r of channels allotted to amateurs
inting out that this service is one
the oldest in radio and its develop-
nt closely parallels that of the en-
e radio art. The amateur service is
vast training school and constitutes
huge reservoir of skilled radio oper-
rs, experienced in handling radio
mmunications through terrific inter-
rence and radio technicians skilled
the building, operation and main-
nance of radio equipment; and also
ders valuable public service during
riods of disaster, the report states.

OLICE RADIO
Criminals of the future will find
e way of the transgressor harder as
e police build up radio communica-
n networks with the greatly-in-
eased number of frequencies allotted
this allocation. The number of
annels in the 30 to 44 mc band is
creased from 29 to 56. In addition
band from 152 to 156 mc was as-
ned. With suitable equipment likely
be available in the near future, the
mmission has provided channels
ich will make possible facsimile net-
rks for transmitting photographs
d fingerprints from one police de-
rtment to another and to the FBI
Washington.

RE SERVICE
Channels are provided for much
der use of radio by fire departments
which hitherto have largely depended on an outgrown arrangement of sharing police radio systems. Ninety-two cities of over 100,000 population have indicated their intention of using radio for fire service.

EMERGENCY AND MISCELLANEOUS
Increased channels are allotted for forestry and conservation radio systems; for electric, gas and water companies, for buses, streetcars, trucks and highway maintenance departments; for oil companies drilling in inaccessible areas, for the location of oil by seismograph recording, for motion picture crews out on location and for press associations and newspapers reporting events at places where regular facilities are not available.

New Radio Services

RAILROAD RADIO
Its week-long hearing in September on the use of radio on railroads having shown that it will contribute to the safety of life and property and should be of almost universal benefit to the public, the Commission has set aside a sizeable number of channels for that purpose.

CITIZENS RADIOCOMMUNICATIONS SERVICE
The success of the "walkie-talkie" on the battle front and the possibilities for its varied uses in peacetime have induced the Commission to allocate the band from 460 to 470 mc for a new radio service to be known as the "Citizens Radiocommunication Service." Small portable radios can be used, for example, to establish a physicians' calling service, for communication to and from trucks and tractors operating in and around large plants, on farms and ranches, on board harbor and river craft, in mountain and swamp areas. Sportsmen and explorers can use them to maintain contact with camps. Department stores, dairies, laundries and other business organizations can use the service to communicate with their delivery vehicles.

Common carrier operation will not be permitted and no charge can be made for messages. Only the minimum requirements of the Communications Act plus a few minimum traffic rules will be set up. No technical knowledge will be required.

RURAL TELEPHONE SERVICE
Provision is made for a rural telephone service to furnish a radio-telephone link for isolated communities, farmers, ranchers, miners and others who cannot be or are not served by wire line facilities. The Commission does not set aside specific frequencies for this service but will permit it to share the band of frequencies allocated to television, most of which will be concentrated in urban areas.

INDUSTRIAL AND MEDICAL SERVICE
Three bands are assigned for industrial and medical radio equipment to prevent interference with other radio services.

GENERAL MOBILE SERVICE
Certain frequencies have been designated for ultimate use by urban and interurban mobile units such as trucks, buses, taxicabs, doctors' cars, ambulances, etc. Before assigning any frequencies in this band, however, the Commission will determine the most efficient plan by which they may be employed.

'Door Open' Policy

An innovation in FCC policy was seen in the FM phase of the report. To keep the door open for later applicants the Commission said it was considering adoption of a plan whereby 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM licensees an opportunity to enter FM if they so desire, the Commission said, and in addition will enable some new persons to participate in FM's early development. The remaining 20 commercial channels will "be reserved from assignment" at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated, the Commission said.

The latter reservation was seen as possibly having a bearing on the proposed subscription radio service. In a paragraph in its detailed report devoted to that service, the Commission said it does not have sufficient information to determine whether stations should be licensed. "If this service proves feasible and the Commission decides to license stations of this type," the Commission said, "applicants will be permitted to apply for channels in the regular FM commercial band or in such other band or bands as the Commission may later designate."

To buttress its "door open" policy for newcomers, the Commission recited that only 26 of the 204 FM applications pending last August (there are now upwards of 300) were from interests independent of standard stations. It pointed out an existing AM licensee can build an FM station more cheaply than others by utilizing the same buildings, studios, etc., and can operate more cheaply than others by using common personnel.

Few Sets Now

"During the first period of FM development when FM receivers in the hands of the public are few and advertising revenues insufficient to cover costs, he can offset his expenses against revenues from FM operation—which may be a very great advantage under present tax conditions," the report said.

The allocations for television, providing 12 channels below 300 mc, compares with 18 now allotted in that band. The Commission said it found that 12 channels were the maximum which could possibly be assigned to television in the lower spectrum if the minimum needs of other radio services are to be met.

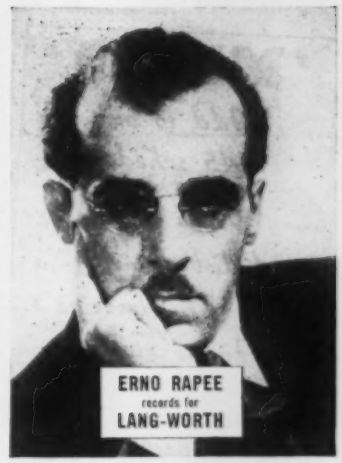
The Commission said it was fully convinced that recent developments in the electronic art will make possible wide channel television above 400 mc and the transmission of higher definition monochrome pictures and high definition color pictures.

On the basis of the allocation of 12 channels of six megacycles width the Commission contended that it will be possible to authorize seven television stations in one city if the need therefor is shown. Four of these stations could be assigned in the six channels below 100 mc and the other three in the six channels available between 180 and 216 mc.

Maximum Results Expected

Implicit in the report was a warning to all those who engage in television that maximum results are expected. One underlying principle, it said, is that where within a reasonable time a particular station or service has not made full

Maybe we WAC's shouldn't've advertised over WFDF Flint!"



ROME MELTS MORE IRON ORE THAN ANY OTHER CITY IN GEORGIA.

WRGA
Rome, Georgia
MUTUAL

KTFI
TWIN FALLS · IDAHO

630 KC.
5000 WATTS FULL TIME
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

CONNECT IN CONNECTICUT

. . . by reaching the ENTIRE Hartford Market on WDRC, Columbia's Basic Station for Connecticut.

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

usage of its assigned or allocated facilities, consideration would be given to the needs of others. Cognizance is taken of the fact, the Commission said, that even a single television channel requires more spectrum space than is assigned to all the stations of some other services.

"Therefore," said the report, "while television stations will be licensed at the present on an unlimited time basis, if after a reasonable period licensees are not using the facilities sufficient to warrant an unlimited assignment consideration will be given to applicants for all or part of time."

To conserve facilities, the Commission said that in the case of 10 of the 12 television channels, provisions may be made for the operation of nongovernmental fixed or mobile services on the channels upon a proper showing of need and that these channels may be shared on a noninterfering basis. Similar provision, it said, is being made for the sharing of television channels 7 and 8 with governmental fixed and mobile services.

The weighty report was based on public hearings conducted by the Commission from Sept. 28 through Nov. 2 covering the entire spectrum from 10 kc to 30,000,000 kc to determine the needs of the non-Government radio services. The Commission took 4559 pages of testimony, received 543 exhibits and heard 231 witnesses.

BOTH HOUSES GET RADIO LEGISLATION

PAVING the way for early Congressional consideration of new radio legislation, bills were introduced last week in both Houses to amend the Communications Act of 1934.

In the House Rep. Pehr G. Holmes (R-Mass.) introduced for third consecutive session a revised version of the old Sanders Bill to reorganize the FCC into two divisions, restrict the Commission's authority over business practices and programs and to define procedure more clearly. His bill (HR-1109) was referred to the Interstate & Foreign Commerce Committee.

In the Upper House Sen. Vandenberg (R-Mich.) introduced a bill (S-63) aimed at preventing James Caesar Petrillo, AFM president, or anyone else from interfering with the broadcast of noncommercial educational or cultural programs. His original bill, introduced in the last Congress, was passed by the Senate but died on the Speaker's table in the House.

Highlights of the new Holmes Bill follow:

Reorganization of the Commission into two divisions of three Commissioners each —Public and Private communications, chairman to serve on neither, but each division choosing its own chairman; no member to serve more than three years on one division; rotation of chairmanship annually, with members selecting own chairman.

Prohibits the FCC from regulating business practices or programs.

Provides for declaratory judgments.

Revamps procedural section of the Act, providing appeals from Commission orders.

Prohibits the FCC from evoking penalties other than those prescribed in the Act.

Prohibits the Commission from discrimination against race, religion, political groups or business associaton in licensing of stations. (This would preclude the FCC from barring newspapers from radio ownership.)

PREMIUM CRACKER BUYS NEWS ON 100

WITH the announced intention of taking advantage of news program popularity, National Biscuit Co., New York, is now launching a 1945 campaign for Premium crackers on over 100 stations on a 52-week basis. Plan to concentrate on radio this year for Premium, and the absence of newspaper advertising for this product, is in line with a policy to change from one medium to another from time to time for different products, according to a company spokesman. Drive to promote Shredded Wheat, as a cereal to be eaten hot or cold, conceived as a pictorial project, will be introduced in 600 newspapers Jan. 15, it was said.

Radio schedule placed by Mccann-Erickson, New York, agency for Premium Crackers east of the Rockies, calls for 5, 10 and 15-minute newscasts, three to six times weekly, on 90 stations plus transcribed spots on four Philadelphia outlets, some contracts effective Jan. 1, others later. There is an additional schedule on the West Coast, which will probably include about 40 outlets, placed by Botsford, Constantine & Gardner.

List of stations signed through McCann-Erickson follows:

KOB WWNC WSB WRDC WBAL WLBZ WNBF WAPI WNAC WICC WBEN WCAX WMT WTMA WCHS WHT WAPO WBBM WGAR WIS KRIS WFAA KLZ KRNT WJR WEBC WDNC KROD WERC WGBF WSAR WDAY WEIM WTAQ WHAI WHP WTHT WHYN KTHS KTRH WFBM WJDX WJAX WJAC KMBC WNOX WLNH WCOU KARK WINN WAVE WLLH WMC WIOD WISN KSTP WALA WSM WNLC WDSU WOR KOMA KOIL WOW KYW WCAU WFIL WIP WCAE WGAN WHEB WEAN WRNL WDBJ WSYB KMOX WOAI WTOC KTBX KGBX WGY WAGE WFBL WFLA WSPD KTUL WIBX WTOP WWVA KFH WSJS WAAB WNAX.

Guild Negotiates

RADIO Directors Guild, New York, on Jan. 19 will open negotiations with the network on contracts for directors and assistant directors in its new status as collective bargaining agency [BROADCASTING Jan. 8] at a meeting at CBS headquarters. Guild's negotiating committee includes Cyril Armbrister, Blue, Bill Robson, CBS, Anton M. Leader, NBC, and Roger Bower, who represents WOR Mutual's New York outlet, since MBS under its present network set-up does not employ directors. Jerry Devine, Guild president, is ex-officio member of the committee. David Saperstein is the attorney for the Guild.

New Coaxial Link

THE FCC last week approved another link in the proposed transcontinental coaxial cable route from New York to Los Angeles via Atlanta and Dallas, giving the AT&T, Southern Bell and Southwestern Bell authority for the eight units between Shreveport and Dallas. Cost is estimated at $3,684,000 for the approximately 205 miles.

Hooper Measure Total Air Audienc

Service Supplements Regu Hooper Ratings Results

C. E. HOOPER Inc. has announ it now can supply measurement total program audiences as well the average or monetary audie measurements given by Hooper ings. Using the *Hit Parade*, a minute program, as an exam the announcement pointed out t if three different persons each tened to a different 15 minutes the program the total audie would be three, whereas the a age audience would be one.

How It Works

New service, available on a s cial survey basis to subscribers "Network Hooper ratings", wo as follows: The Hooper intervie ers, who have the numbers of persons called during any bro cast period, recall those pers listening to the program imme ately following the broadcast. E is asked if, in addition to the qu ter-hour during which he repor listening, he heard the same p gram during its other quart hours on the air.

When these data are compiled ratio is taken between the audie during the quarter-hour with highest rating and the total au ence and this ratio is applied to highest quarter-hour rating to g the overall audience rating. F example if the interviewer fou 200 listeners during the high quarter-hour which had a rating 10, and 50 others who listened some time during the program not during the highest quart hour, then the total audience that interviewer would be 250, the total audience rating would 12.5, worked out by the formu 200 is to 250 as 10 is to X.

First commercial use of t method was made during the El *Christmas Party*, broadcast for t hours on CBS on Christmas aft noon. Among other things, t Hooper study revealed that t program set a new high in numb of listeners per receiver, 4.2.

NEW TUBE RECORD?

KWK Discards 8-Year-Old Rectifier Units

WHAT is believed to be a rec life for rectifier tubes was set St. Louis last week, when Fra Fillmore, transmitter supervisor KWK, removed a pair of high v age rectifier tubes from the tra mitter after they had served 58,7 and 56,457 hours of service, resp tively.

Tubes were the original equi ment of the present transmitt dating back to August 1936. M Fillmore reports he will miss t old standbys, but he has three ot originals to keep him company. any transmitter beat this rec Mr. Fillmore thinks his eight-y service record for the tubes m possibly be some kind of a mark

COMBINED BROADCAST SERVICE INCOME STATEMENT 1943

4 Major Networks, 5 Regional Networks and 841 Standard Broadcast Stations

Particulars	Grand total	Networks and their managed and operated stations [1]: Networks including 9 key stations of major networks	22 Other managed and operated stations	Total	810 Other stations
Revenues from Sale of Time:					
1. Network time sales by—					
a. Major networks	$104,243,322	$66,520,700	$2,883,784	$69,404,434	[2] $34,838,838
b. Regional networks	4,290,788	3,021,598	571,903	3,593,501	[2] 697,287
c. Miscellaneous networks and stations	965,720	.....	.....	.....	[2] 965,720
Total	109,499,830	69,542,298	3,455,687	72,997,985	36,501,845
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	4,854,145	4,191,604	.....	4,191,604	662,541
Revenue from network time sales	104,645,685	65,350,694	3,455,687	68,806,381	35,839,304
2. Non-network time sales to—					
a. National and regional advertisers and sponsors	59,352,170	5,021,222	4,207,196	9,228,418	50,123,752
b. Local advertisers and sponsors	64,104,309	2,505,985	3,418,546	5,924,531	[3] 58,179,778
Total revenue from non-network time sales	123,456,479	7,527,207	7,625,742	15,152,949	108,303,530
Total revenues from time sales	228,102,164	72,877,901	11,081,429	83,959,330	144,142,834
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	32,398,011	[4] 17,148,541	1,196,488	18,345,029	14,052,982
Net revenue from time sales	195,704,153	55,729,360	9,884,941	65,614,301	130,089,852
4. Revenue from incidental broadcast activities:					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	9,362,315	3,818,578	569,650	4,388,228	4,974,087
Commissions, fees and profits from obtaining or placing talent	641,395	400,499	5,183	405,682	235,713
Sundry broadcast revenues	9,609,911	5,883,705	374,426	6,258,131	3,351,780
Total revenues from incidental broadcast activities	19,613,621	10,102,782	949,259	11,052,041	8,561,580
Total broadcast revenues	215,317,774	65,832,142	10,834,200	76,666,342	138,651,432
5. Total broadcast expenses of networks and stations	148,842,188	45,932,587	7,096,060	53,028,647	95,813,541
6. Broadcast income (before Federal income tax)	66,475,586	19,899,555	3,738,140	23,637,695	42,837,891

[1] Stations licensed to major and regional networks, and those licensed to others, but managed by networks as to program, time or sales.
[2] Includes $44,492, $35,642 and $31,511 as major, regional and other network time sales, respectively, of $111,645 reported by licensees of stations with total time sales of less than $25,000.
[3] Since stations with total time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional non-network business.
[4] Of this amount $15,456,295 is applicable to the sale of network time, column (3), line 6, while the remainder and amounts shown in columns (5) and (7), line 14, are applicable to amounts reported on line 12, in respective columns.

Source: Annual Financial Reports (F.C.C. Form 324)

Prepared by Accounting, Statistical and Tariff Department

FCC Study Shows Income Gains For Nets, Stations in 1943

GROSS REVENUE from time sales of the four major networks, five regionals and 841 standard broadcast stations in 1943 aggregated $228,102,164, compared to $190,147,052 for 10 networks and 851 stations in 1942, according to the FCC analysis released last Thursday coincident with the annual Commission report to Congress. Operating income before Federal taxes was $66,475,586, as compared to $44,632,238 in 1942.

The FCC figure of $228,102,164 for gross time sales compares with the estimate of BROADCASTING, $233,900,000, made a year ago in the 1944 *Yearbook*.

Gain of One-Fifth

In its report to Congress the FCC listed the 1943 net revenue for time sales of the nine networks and 841 stations as $190,704,153, an increase of 19.59% over the 1942 figure of $163,642,745 for 10 networks and 851 stations. One small regional network discontinued operations in April 1943 and did not submit a 1943 operations report, the Commission noted.

Sale of talent and other incidental broadcast activities added to the gross revenue a total of $19,613,621 in 1943, an increase of 29.07% over the 1942 aggregate of $15,196,554.

Of the gross time sales figure, the national networks and their owned, managed and operated stations accounted for $104,243,322. Regional networks and their operated and managed stations reported gross revenue of $4,290,788, an increase of $1,659,000 over 1942.

National and regional non-network times sales (spot) accounted for $59,352,170 in 1943, as compared to $51,059,159 the previous year, while local spot business jumped from $53,898,916 in 1942 to $64,104,309 in 1943. In its 1944 *Yearbook* BROADCASTING estimated the 1943 national and regional spot gross at $60,600,000 and the local spot at $65,400,000.

The four major networks and their nine key stations reported time sale revenues aggregating $71,027,292, the FCC advised Congress, compared to $59,400,110 in 1942. Combined broadcast revenues of the Blue, CBS, Mutual and NBC and their nine key stations were $64,301,538 in 1943 as compared with $52,845,641 in 1942, and broadcast income (revenues less expenses before Federal income tax, and excluding net losses from other than standard broadcast operations amounting to $351,092 for 1943 and $1,839,136 for 1942) amounted to $19,455,701 for 1943 and $13,918,712 for 1942, an increase of 39.78%.

Standard broadcast stations in general reported substantial improvement in 1943, the Commission

(*Continued on page 72*)

IN Boston IT'S
WHDH
850 on Your Radio Dial
5000 WATTS
National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

FREQUENCY MEASURING SERVICE
Exact Measurements - *at any time*
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NAtional 6513
Washington 4, D. C.

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
Shoreham Bldg. ME. 4477
Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

BUY WAR BONDS

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 6 TO JANUARY 12 INCLUSIVE

Decisions . . .

ACTIONS BY ADM. BOARD
JANUARY 8

1340 kc NEW—The Elm City Broadcasting Corp., New Haven, Conn.—Granted license to cover CP new standard station (WNHC) 250 w unlimited. Licensee granted waiver Sec. 3.55 (b) and 3.60 of Commission Rules; conditions.

1340 kc NEW-York County Broadcasting Co., Rock Hill S. C.—Granted license to cover CP new standard station (WRHI) 250 w unlimited. Licensee is granted waiver Sec. 3.55 (b) and 3.60 of Commission Rules; conditions.

Memphis Pub Co., Memphis, Tenn.—Placed in pending file application for CP new FM station.

Harrisburg Broadcasting Co., Harrisburg, Ill.—Same.

Inland Broadcasting Co., Omaha.—Same.

W. H. Greenhow Co., Hornell, N. Y.—Same.

Maryland Broadcasting Co., Baltimore—Placed in pending file application for CP new commercial television station.

Star-Times Pub. Co., St. Louis, Mo.—Same.

ACTIONS ON MOTIONS
JANUARY 9

Thomas N. Beach, Birmingham, Ala.—Denied motion to strike from record depositions heretofore and on 12-28-44 taken re application Magic City Broadcasting Co. for CP.; and for authority to take depositions without prejudice to right of applicant to renew motion at consoldated hearing on his application, that of Magic City Broadcasting, and Patterson Broadcasting Service, all requesting new station Birmingham.

JANUARY 10

WMFJ Daytona Beach, Fla.—Granted petition for leave to intervene in hearing on application of Augusta Broadcasting Co. for CP new station Charleston, S. C.

Newark Broadcasting Corp., Newark, N. J.—Granted motion for continuance hearing on application for new station; hearing continued to 3-12-45.

KOMO-KJR Seattle, Wash.—Granted motion for continuance hearing on applications for license renewals of main and aux. trans.; hearing continued to 3-15-45.

WIBX Utica, N. Y.—Granted petition to intervene in hearing on application of Glens Falls Broadcasting Corp. for CP new station Glens Falls, N. Y.

Robert C. Haberstroh, Altoona, Pa.—Granted motion for admission to practice *pro hac vice* for purpose of participating in certain deposition proceedings in Altoona on behalf Thompson Broadcasting Co., re hearing on applications of Altoona Broadcasting Co. and Thompson Broadcasting Co. for new station Altoona.

WDGY Minneapolis—Granted motion to dismiss without prejudice application for mod. license to decrease 500 w N to 250 w N and change hours of operation.

WICC Bridgeport, Conn.—Granted petition to intervene in hearing on application of Newark Broadcasting Corp. for CP new station Newark.

ACTIONS BY COMMISSION
JANUARY 9

1470 kc-WMBD Peoria, Ill.—Granted transfer of control from H. D. Morgan to Carl P. Slane, Frances P. Slane and Elizabeth P. Talbott, for $114,750 for 510 sh (51%).

590 kc-KGGM Albuquerque, N. M.—Denied, without prejudice, petition for reinstatement and consideration of application for CP change 1260 kc to 590 kc, install DA-DN, 1 kw.

1260 kc-KVSF Santa Fe, N. M.—Denied, without prejudice, petition for reinstatement and consideration of application for CP change 1340 kc to 1260 kc, increase 100 w to 1 kw.

550 kc NEW-The Constitution Broadcasting Co., Atlanta, Ga.—Granted petition for reinstatement of application for CP new station 1 kw N 5 kw LS, DA-N, and designated same for consolidated hearing with application of WOPI al... in hearing and application of Bob J... College Inc.

550 kc NEW-Bob Jones College ... Cleveland, Tenn.—Granted petition for ... instatement of application for CP ... station 1 kw N, 5 kw LS, unlimited, ... designated same for hearing re above.

1400 kc NEW-Capital Broadcasting Corp., Arkansas Democrat Co., Little R... Ark.—Designated for consolidated hea... applications for CP new standard sta... 250 w unlimited.

NEW-WAPO Broadcasting Service, C... tanooga, Tenn.—Granted CP new dev... mental broadcast station on frequencies ... be assigned by FCC, 1 kw, experim... basis only.

NEW-School District of Kansas C... Mo.—Granted CP new noncommercial ... cational FM station on frequencies ... assigned by FCC, 1 kw.

Applications . . .

JANUARY 8

Channel 1 NEW-WDEL Wilmin... Del.—CP new commercial television ... tion ESR 1077.

Channel 2 NEW-The Crosley C... Columbus, O.—CP new commercial ... vision station ESR 6850.

980 kc NEW-Skyland Broadcasting C... Dayton, O.—CP new standard station ... w D, amended to request 1 kw.

1490 kc NEW-Patterson Broadca... Service, Birmingham, Ala.—CP new ... ard station 250 w unlimited, amended ... changes in antenna system, trans. ... and request 250 w synchronous ampl...

46,500 kc NEW-Nashville Radio C... Nashville, Tenn.—CP new FM sta... 16,000 sq. mi., amended to request ... sq. mi.

1490 kc NEW-The Elgin Broadcas... Co., Elgin, Ill.—CP new standard sta... 250 w unlimited.

46,500 kc NEW-Truth Pub. Co., Elk... Ind.—CP new FM station 9,757 sq. ... (Resubmitted).

49,500 kc NEW-Contra Costa Broad... ing Co., Richmond, Cal.—CP new ... station, 4,940 sq. mi., amended to re... 2,770 sq. mi.

JANUARY 9

48,900 kc NEW-Asbury Park Press ... Asbury Park, N. J.—CP new FM sta... 1,279 sq. mi., $38,350 estimated cost.

800 kc NEW-Dixie Broadcasting ... Montgomery, Ala.—CP new station ... kc 250 w unlimited, amended to re... 800 kc D.

JANUARY 11

45,100 kc NEW-WADC Akron—CP ... FM station, 10,000 sq. mi., $49,000 ... mated cost.

1400 kc NEW-Atlantic Broadcasting ... Savannah, Ga.—CP new standard sta... 250 w unlimited.

1230 kc NEW-Courier Broadcast... Service, Inc., Birmingham, Ala.—CP ... standard station 1260 kc 250 w unlim... amended to request 1230 kc and ch... hours of operation to D.

1230 kc-WJNO West Palm Beach, ...—License to cover CP move trans. ... studio.

Zenith Radio Corp., Chicago—Mod. ... authorizing new commercial televisio... ton (WTZR), for changes in visual tr... change ESR 1270 to ESR 2700.

JANUARY 12

1500 kc NEW-Methodist Radio P... Inc., Flint, Mich.—CP new standard ... tion 250 w unlimited.

46,500 kc NEW-WAKR Akron—CP ... FM station, amended to request 5,... mi.

1470 kc WTAW College Station, T... CP change 1150 kc to 1470 kc, ch... hours from D to unlimited, using 1 kw.

45,300 kc NEW-Herbert Herff, Mem... Tenn.—CP new FM station, 15,600 ... mi., $42,800 estimated cost.

1490 kc NEW-Idaho Radio Corp., ... Falls, Ida.—CP new standard station ... w unlimited.

"MAKE CONTRACT 52 WEEKS"
says BARRON HOWARD—WRVA
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.

the CONTROL ROOM

TER R. JONES, former manager of mercial engineering at Sylvania Elec- Products, New York, has been inted to the new post of general neering manager for radio receiving with headquarters at Emporium, Pa. will direct engineering program for receiving tubes including the design development, commercial engineering. nical, mechanical and standardizing ions.

HEROLD, chief control engineer at W Omaha, has been named to the ly created position of technical super- which will include direction of all W video activities. Control Engineer NN FLYNN succeeds Mr. Herold as control engineer.

LIAM H. JOHNSON Jr., formerly of Bell Telephone Co., has joined the nical staff of KYW Philadelphia as rator.

ES DEAN, engineer with WHIO Day- O. for a year and a half, leaves for Navy Jan. 25.

MAN BERGER, engineer of WOR York, and **LENORE SAREM** were ried in New York Jan. 7.

JOHN M. MURRAY, USNR, for- y with CBS and WQXR New York, week reported for duty as engineer of Radio Section, Office of Public Rela- Navy Dept. He has just returned 18 months with a motor torpedo dron in the Mediterranean. While with , he worked in television and AM production.

STON CHILTON, former engineer of R Hollywood, has joined International s Recording Inc., Hollywood. **ARCH FFIN** of KGFJ Los Angeles replaces Chilton. **LYLE PERKINS**, new to and released from the Army, has d the technical staff of KGFJ.

ERT M. BOOTH Jr., former engineer WLW Cincinnati now stationed in shington, D. C. with the Naval Bureau Aeronautics, has been promoted from lenant commander to commander.

K GEARTNER, for five years assistant manager and advertising director Emerson Radio & Phonograph Corp., been appointed sales manager of the tronic Corp. of America.

ROLL SECREST, chief engineer of NU Logan, Utah, is the father of a

LLIAM McGLUMPHY, transmitter en- er of WWVA Wheeling, W. Va., is the er of a girl.

LBUR L. NELSON, engineer, with tern Electric Co. eight years, has been inted mechanical design engineer of rew Co., Chicago, to develop coaxial mission lines for use on secret mili- y equipment.

oldbergs' P&G Series nds; 'Malone' Replaces

OCTER & GAMBLE Co., Cin- nati, will discontinue *The Gold- gs* on CBS March 30, the con- ct having been terminated ough Compton Adv., New York, Duz, with the purchase of *ung Dr. Malone* from its former nsor, General Foods Corp., as replacement in the Monday ough Friday 1:45-2 p.m. period inning April 2. Agency relin- shed P & G options on the w, but soap firm was renegoti- g last week for the series ough one of its six agencies h Mrs. Gertrude Berg, writer d owner, who was also confer- with Young & Rubicam Inc., w York, said to be interested in serial for a food client. Out- e may be two shows by Mrs. g, a nighttime half-hour series addition to the daytime run for sponsors.

Serial would not be resumed for least two months, pending Mrs. g's return from a projected trip rseas to entertain servicemen women, possibly under USO pices. If the trip materializes may do special pick-ups from oad for one of the networks.

LISTENING SURVEY COMPILED BY NBC

NBC laid claim to 57% of radio listenership at night in the 1,077 cities in the United States of 10,000 or more population on the basis of the first report from NBC's 1944 Nationwide Survey of Listening Habits, released last Wednesday. CBS was credited with 25% of the listenership, the Blue with 6% and Mutual with 9%.

The report was first revealed by James R. H. Nelson, NBC network sales promotion manager, at a luncheon meeting at the Ritz-Carlton Hotel, New York, attended by sponsors, advertising agencies and the NBC management and station planning and advisory committee. Disregarding the conventional alphabetical designations used in the study to represent the other networks, Mr. Nelson told the group that B is really CBS, C is Blue and D is Mutual.

The study describes NBC as the network "listened to most" in each break-down by city size and has Mutual leading the Blue in percentage. The basis for the questionnaire is an all-country postcard survey of what amounts to one out of every 140 radio homes in the country. Three million cards were sent out and 130,000 returned. Basic questions, asked both for night and daytime, were: "What stations do you listen to regularly? Which of these stations do you listen to most?"

Two "popularity" studies given the "listened to most" figures for daytime listening and a combined day-and-night study will follow this report plus a "coverage" report consisting of a book of 1944 night and day listening area maps with circulation figures summarizing regular listening and with county-by-county figures for each network.

Consolidated Spots

CONSOLIDATED Hair Goods Co., Chicago (Fijoil), began 2 to 16 spot announcements weekly, effective the first week in January, on KFVS KXOK KSD WEW WHBF WEMP WENR. Contract for 52 weeks was placed by Malcolm Howard Adv., Chicago.

Network Accounts

All time Eastern Wartime unless indicated

New Business

MILES Labs. Inc., Toronto (Alka-Seltzer, One-A-Day Vitamins) on Jan. 6 started *National Barn Dance*, on 26 CBC Dominion network stations, Sat. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

ACME BREWERIES, San Francisco (beer), on Jan. 2 for 52 weeks started transcribed version of Fulton Lewis jr. on 9 Don Lee Cal. stations Mon. thru Fri. 10-10:15 p.m. (PWT). Agency: Brisacher, Van Norden & Staff, San Francisco.

DODDS MEDICINE Co., Toronto (proprietary), on Jan. 30 starts *Dream Time* on 16 CBC Dominion network stations, Tues. 10:30-11 p.m. Agency: A. J. Denne & Co., Toronto.

NATIONAL BISCUIT Co., New York, on Feb. 19 for 52 weeks starts Rex Miller, commentator, on 39 Don Lee Pacific stations, Mon. thru Fri. 4:15-4:30 p.m. (PWT). Agency: Botsford, Constantine & Gardner, San Francisco.

LEAF CHEWING GUM Co., Chicago, on Jan. 20 starts program on 79 NBC stations Sat. 5:45-6 p.m. Agency: Bozell & Jacobs, Chicago.

VELMONT OF CANADA, Windsor, Ont. (Anacin), on Jan. 24 starts *Ellery Queen* on 28 CBC Dominion network stations, Wed. 7:30-8 p.m., with repeat to western stations Thurs. 12:30-1 a.m. Agency: Young & Rubicam, Toronto.

PROCTER & GAMBLE, Toronto (Drene), on Feb. 1 starts *Rudy Vallee* on 18 CBC Dominion network stations, Thurs. 10:30-11 p.m. Agency: Kastor & Sons, Chicago.

Renewal Accounts

LEVER BROS. Co., Cambridge (Swan Soap), on Jan. 8 renewed *Burns & Allen* on 140 CBS stations and outlets in Honolulu and Hilo, Mon. 8:30-8:55 p.m. Agency: Young & Rubicam, N. Y.

AMERICAN DAIRY Assn., Chicago (dairy products), on Jan. 28 for 13 weeks renews *The Voice of the Dairy Farmer* on 38 NBC stations Sun. 1-1:15 p.m. Agency: Campbell-Mithun Inc., Chicago.

J. B WILLIAMS Co, Glastonbury, Conn. (shaving cream), on Jan. 8 renewed *William L. Shirer and the News* on 141 CBS stations, Sun. 5:45-6 p.m Agency, J. Walter Thompson Co., N. Y.

CENTAUR DIV., Sterling Drug Inc., New York, on Jan. 8 renewed *Big Town* on 123 CBS stations and 26 CBC stations, Tues. 8-8:30 p.m. (rebroadcast: 12-12:30 a.m.). Agency: Pedlar & Ryan, N. Y.

ANCHOR-HOCKING Glass Corp, Lancaster, O. (Institutional), on Jan. 8 renewed *Corliss Archer* on 121 CBS stations, Thurs. 9:30-10 p.m. Agency: William H. Weintraub & Co., N. Y.

KNOX Co, Hollywood (proprietary), on Jan. 14 for 39 weeks renewed *What's the Name of That Song*, on 71 Mutual-Don Lee stations, Sun. 4:30-5 p.m., and adds 145 stations, for total of 216 Mutual-Don Lee stations. Agency: Raymond R. Morgan Co., Holloywood.

MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer), on Feb. 1 for 52 weeks, renews *Alka-Seltzer Newspaper of the Air* on 38 Don Lee Pacific stations, Sun. thru Sat. 10-10:15 a.m. (PWT), Sun. thru Sat. 9-9:15 p.m. (PWT). Agency: Wade Adv, Chicago.

STUDEBAKER Corp., South Bend, Ind. on Jan. 1 for 52 weeks renewed *Night News Wire* on 38 Don Lee Pacific stations, Mon. thru Fri. 5:45-6 p.m. (PWT). Agency: Roche, Williams & Cleary, Chicago.

STANDARD BRANDS, New York (Tenderleaf Tea), on Jan. 8 renewed *Mary Marlin* on 141 CBS stations, Mon. thru Fri. 3-3:15 p.m. Agency: J. Walter Thompson Co., N. Y

PROCTER & GAMBLE Co., Cincinnati (Camay Soap), on Jan. 8 renewed *Perry Mason* on 60 CBS stations, Mon. thru Fri. 2:30-2:45 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on Jan. 1 renewed *Ma Perkins* on 68 CBS stations, Mon. thru Fri. 1:15-1:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco) on Jan. 1 renewed *Bernadine Flynn-News* on 46 CBS stations, Mon. thru Fri. 2:45-3 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap) on Jan. 1 renewed *Life Can Be Beautiful* on 68 CBS stations, Mon. thru Fri. 1-1:15 p.m. Agency: Compton Adv., N. Y.

Network Changes

COCA-COLA Co., Atlanta, on Feb. 5 shifts *Songs From Morton Downey* from 189 Blue stations, Mon. thru Fri. 3-3:15 p.m. to some 240 MBS stations, probably from 12:15-12:30 p.m. Agency: D'Arcy Adv. Co., N. Y.

TEXAS Co., New York (Texaco products), on Jan. 7 added 18 CBS stations to *Texaco Star Theater*, for total of 141 CBS stations Sun. 9:30-10 p.m. Agency: Buchanan & Co., N. Y.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Jan. 15 added 37 CBS stations to *Tena & Tim*, for total of 71 CBS stations shifting from Mon. thru Fri. 3:15-3:30 p.m. to Mon. thru Fri. 2:45-3 p.m. Agency, Grant Adv, Chicago

MANHATTAN SOAP Co., New York (Sweetheart Soap), on Jan. 1 added 113 CBS stations to *The Strange Romance of Evelyn Winters*, for total of 141 CBS stations Mon. thru Fri. 10:30-10:45 a.m. Agency: Duane Jones Co., N. Y.

ASCAP's four regional supervisors were to meet in New York Jan. 15 at the Hotel Ambassador with Herman Greenberg, assistant general manager, for a conference. Attending were to be Richard J. Powers, West and Northwest; I. T. Cohen, South; John Woods, Midwest, and Fred Erdman, East.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

Accurate Concise Dramatic
LYN and PEL
"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

SOUND EFFECT RECORDS
GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY WAR BONDS

Miss Cora Hawkinson
BBD&O
Chicago, Ill.

Dear Cora:
We really stirred things up around here Christmas time. Just like everywhere else, West Virginia celebrated, but not with the usual joy. Some folks really got a big thrill tho . . . our Christmas Eve broadcast from Paris made eleven homes happier. Eleven West Virginia boys and girls, stationed with the Army in and around Paris talked to their Moms and Pops back home. From the comment heard around the state folks feel that WCHS has come thru again.

Yrs.,
Algy

P.S.:
We sent recordings of the show to all the parents, too.

WCHS
Charleston, W. Va.

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:
CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Biltmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Plainview
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

FCC Income Data

(*Continued from page 69*)

stated. Average broadcast income of clear channel stations with operating power of 50 kw, unlimited time, was $400,170 in 1943, or an increase of 21.81% over 1942, the Commission reported.

Clear channel unlimited stations, operating with 5 to 25 kw power averaged $61,850 for 1943, an increase of 56.45% over the previous year. Average broadcast income reported by regional stations in 1943 was $79,784, as compared with $52,867 in 1942, an increase of 50.91%. Local unlimited time stations reported average broadcast income of $12,682 in 1943, an average increase of 188.29% over the 1942 average, $4,399.

Broadcast income reported by local unlimited time stations affiliated with major networks averaged $15,109 in 1943, an increase of 169.18% over the 1942 average, while local unlimited time stations not affiliated with major networks reported an average increase of 185.88% over 1942.

In the Red

Of the 841 stations reporting, 94 accounted for losses in 1943, as compared with 194 of 851 stations in the 1942 statistics. Average loss per station in 1943 was $5,348, compared to an average loss in 1942 of $6,904. Only 42 of the stations reporting losses in 1943 were affiliated with the major networks, against 86 in 1942.

Average broadcast income of the 604 stations affiliated with major networks in 1943 was $72,975, an increase per station of 30.71% above the $55,828 average for 572 stations in 1942.

For the fiscal year ending June 30, 1944, the FCC reported a total of 924 stations, an increase of 12 over the previous fiscal year. Sixteen new stations were licensed in the year ending last June 30, but four licenses or construction permits were surrendered.

A total of 1,689 standard broadcast applications were received in the last fiscal year, 1,318 authorizations issued and 209 special authorizations issued. At the close of the 1944 fiscal year 47 FM stations were operating, with an estimated 500,000 receiving sets in use. A total of 202 applications for new FM stations were filed.

In television six commercial stations and two experimental outlets were providing program service and 52 applications for commercial stations were on file.

During the last quarter of the fiscal year the FCC personnel was reduced approximately 25% from 2,159 to 1,670 to conform to the Commission's reduced 1945 budget, Congress was told. Last year Congress lopped off more than $2,000,000 from the FCC appropriations. Other subjects covered in the report to Congress follow:

Frequency allocation—Extensive studies are being conducted on means of conserving frequency space by reducing the width of the space to be occupied by individual stations and by examining operating practices and systems.

Newspaper ownership—In the proceeding of individual applications for licenses, the Commission will inquire into and in its decisions give expression to "public interest" considerations.

Standard broadcast regulations—Studies looking toward revision of existing rules and standards are being made by the Commission and the Broadcast Allocation Committee of the Radio Technical Planning Board.

Network regulations—While a study of the effects of these regulations has not been completed, it is apparent that program service throughout the nation has benefited through increased competition between networks and the extension of network service to a greater number of stations.

Noncommercial educational stations—Applications filed and correspondence with the FCC indicate that many states are planning groups or networks of educational FM stations. The Commission has worked with the U. S. Office of Education in the preparation of material for assisting applicants in this field.

Facsimile—Little interest has been shown in multiplex facsimile and no regular FM broadcast stations have been authorized to transmit multiplex facsimile.

NAB District Meetings Will Be He Ryan Says; First Session in Memp

DISTRICT meetings of the NAB, which were to open in Memphis Jan. 15 at the Peabody Hotel, will proceed as scheduled. President J. Harold Ryan says the district meetings are not interpreted as violating the ban on conventions issued by James F. Byrnes, War Mobilization director.

Mr. Ryan's opinion that the national convention would be canceled [BROADCASTING, Jan. 8] is unchanged, however. Provision against such exigency was made at the last NAB Executives War Conference, when delegates adopted an amendment to the associations' bylaws permitting the Board to cancel a national convention by a two-thirds vote of the Board membership. Previous to that time the by-laws required that an annual meeting be held.

Election of directors for the ensuing term, in the event of such cancelation, could be conducted by mail, according to the amended bylaws.

Meetings of the Board of Directors will not be affected by the Byrnes order, which ruled against meetings requiring more than 50 delegates. Membership of the board is 25.

Indefinite postponement of the 1945 NBC war clinics which had been scheduled for February in New York, Atlanta, Dallas, Chicago and Los Angeles, was announced last week by Niles Trammell, NBC president.

Clinics were called off with "extreme regret and no little reluctance," Mr. Trammell said, pointing out that the step had been taken only after consultation with the NBC Stations Planning and Advisory Committee which met at the network's headquarters in New York last Tuesday and Wednesday.

Meanwhile the new War Committee on Conventions, through its chairman, Col. J. Monroe Johnson, said the basis for considering applications for holding meetings of more than 50 people would be "how the war effort would s if the meetings were not hel

For meetings over 50, ap tions will be considered by Committee and permits grant essentiality is established. Johnson stressed that the Com tee was making no prov against meetings under 50, but approved those, too, if they non-essential to prosecution o war. Other members of the C mittee are: Robert P. Patte Under Secy. of War; Ralph Bard, Under Secy. of the N J. A. Krug, chairman of the W and Charles M. Hay, deputy c man of WMC. R. H. Clare, s assistant to Col. Johnson, is s tary of the Committee.

NAB DISTRICT MEETINGS

DISTRICT meetings schedule the NAB are being held as fol

First Section

District 6—Memphis, Mon., Tues., 15-16, Peabody Hotel.
District 13—Dallas, Wed., Thurs., 17-18, Baker Hotel.
District 16—Los Angeles, Mon., Jan. 22-23, Biltmore Hotel.
District 15—San Francisco, Thurs., Jan. 25-26, Fairmont Hotel.
District 17—Portland, Mon., Tues., 29-30, Benson Hotel.
District 14—Salt Lake City, Thurs., Feb. 1-2, Utah Hotel.
Districts 10-12—Kansas City, Thurs., Feb. 7-8, Muehlebach Hotel.
District 11—Minneapolis, Mon., Feb. 12-13, Nicollet Hotel.
District 3—Pittsburgh, Thurs., Feb. 15-16, William Penn Hotel.

Second Section

District 1—Boston, Mon., Tues., 5-6, Statler Hotel.
District 2—New York, Thurs., March 8-9, Roosevelt Hotel.
District 5—Jacksonville, Mon., March 12-13.
District 4—Hot Springs, Fri., March 16-17, Homestead Hotel.
District 7—Cincinnati, Mon., March 19-20, Gibson Hotel.
Districts 8-9—Chicago, Wed., T March 21-22, Palmer House.

New C-P-P Series

COLGATE - PALMOLIVE-P Co., Jersey City (Palmolive Halo shampoo), on Jan. 6 st *Judy Canova Show* on 128 stations, Saturday, 10-10:30 (EWT). Bill Demling writes series. Opie Cates is musical d tor. Joseph Rines produces for Bates Inc. and Sherman & quette, agencies servicing soap shampoo accounts. Program places *Palmolive Party.*

EXPERIENCED MANAGER

Interested in buying contro of regional or local statio

All replies confidential.

Box 102, BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

...writer—Young man with several years ...perience, capable of writing salable ...mmercial copy. Good paying, permaent position with 1000 watt midwest ...gional network station. Box 929, ...OADCASTING.

...ator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of ...,000. Good post-war future. Box 932, ...OADCASTING.

...t college graduate with executive ...ility to handle advertising and programming. Box 45, BROADCASTING.

...ouncer—All around work. Sober, substantial, intelligent. Northeast network ...al. Complete details first letter. Box ..., BROADCASTING.

...smitter operator—Upstate New York ...gional station. First class license only. ...rmanent position. Send all qualifications. Box 69, BROADCASTING.

...thern station, 250 watt, has good position for 1st class engineer, also opening ...r beginner with 1st license. Immediate openings. Box 73, BROADCASTING.

...sman wanted—We are looking for a ...st class newsman to handle news periods from 7 A.M. to 6 P.M. The man we ...nt must have a good voice. He must ...ow how to write local news. Should ...re be a local disaster he must know ...w to cover it and follow through on ...l contacts and present the news com...etely and concisely. The man we want ...s had considerable news experience, ...d we would like to know all about him ...h his application. Address Box 81. ...ROADCASTING.

...ted for 5000 watt southwestern net...rk station. Two thoroughly experi...ed, versatile, male continuity writers, ...pable of top-flight production in both ...mmercial and sustaining shows and ...t announcements. Excellent salaries ...the right people. No loafers, habitual ...inkers or visionaries wanted! Permaent positions. Tell all in first letter: ...e, experience, salary expected. Enclose ...o photos. Address Box 92, BROADCASTING.

...rcaster. Good, progressive midwestern, ...BS regional outlet where news gets top ...atment. Send transcription, all details and photo. This is not a war time ...b, but is permanent for right man. ...50.00 per month to start; more if you ...ove you deserve it. Box 104, BROADCASTING.

...W, Kearney, Nebr., wants first class ...gineer, minimum announcing, excel...t future. Also, experienced ambitious ...esman. Immediate placement, perma...t. Send details immediately.

To Discharged Veterans . . .

If you have good radio experience, either in the program or sales fields, we want full particulars both as to your military and civilian activities.

A well-known network station in Eastern city can use a few men with ambition to get ahead. Good earnings.

Box 48, Broadcasting

Help Wanted (Cont'd)

Copywriter—If you are a good radio copywriter, particularly with retail experience and want a permanent position with a well established agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

Wanted—Chief engineer or combination man holding first class license. Good salary, good working conditions, no boomtown. WMJM, Cordele, Georgia.

Wanted at KPFA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can write commercial copy, handle sport shows and newscasts. Also, one straight announcer who can write copy. State experiences, references. Restricted permit not necessary, but bring additional salary.

Experienced sound installation engineer. Write or wire Electronic Network, Albany Hotel, Denver, Colo.

WEAU, EAU CLAIRE, WISCONSIN WILL PAY $50 A WEEK TO QUALIFIED, EXPERIENCED ANNOUNCER FOR FORTY HOUR WEEK.

Wanted—First class transmitter engineer for station 30 miles from Pittsburgh. Salary $45.00 for 40 hour week. Write or wire collect WISR, Butler, Penna.

Wanted at once. Dependable, experienced announcer-operator. Good opportunity for right man. Guaranteed 48 hours, time and half over 40. Single man preferred because of housing shortage. Wire collect, WBIR, Knoxville, Tenn.

Opportunity for experienced announcer who is qualified for program director. 5000 watt Mutual affiliate, and key station for regional network. Give detailed qualifications and background. KLO, Ogden, Utah.

WGCM, Gulfport, Mississippi has opening for first, second or third class operator.

First class radio engineers. One of radio's most modern stations. Good working conditions, pleasant living, standard pay with excellent possibilities advancement. Permanent job for right men. Apply immediately by wire, letter or in person. Station WBOC, Salisbury, Md.

Experienced, sober, dependable announcer wanted by leading midwestern 50 kw station immediately. Submit photo and complete outline of background and experience, including all important commercial program assignments. State salary requirements. If you have not proved your ability and stability don't answer. Box 107, BROADCASTING.

Salesman. Wanted by thriving California station. Beautiful location on coast. Family man preferred, one who can fit into small community activities as substantial citizen. Must be good salesman, not high pressure. Excellent guarantee, plus commission. No house accounts. Reply by wire or airmail. Box 112, BROADCASTING.

Operator-announcer with first class license for Alaska station. Edwin A. Kraft, 708 American Bldg., Seattle, Washington.

Situations Wanted

Just programs? No, sir! It's "ideas that sell" that count and in a program director it's "ideas that sell" plus "background" that counts! Six years successful experience as program director, musical director, M. C.-announcer, actor, script and continuity writer, and engineer, plus plenty of those "ideas that sell." Married, 4F. Now in established position, but merely seeking change of climate. Box 82, BROADCASTING.

Announcer—Experienced news, commercials, record shows. Acquainted with all phases of broadcasting. Dependable and reliable, draft exempt. Box 64, BROADCASTING.

Situations Wanted (Cont'd)

Station manager or assistant. Change desired for progress. Here's youthful ambition backed by radio knowledge and experience gained climbing the ladder. Stability, ability, draft exempt. Must hold opportunity and permanence. Box 83, BROADCASTING.

What station of 1 kw or better is looking for a draft exempt engineer with first class permit, and experience at assistant engineer's duties. Brief details and salary first letter will be answered. Box 84, BROADCASTING.

First class engineer. Four years' experience, 1½ as chief. Desires to return to midwest. Good permanent position desired. No draft replacement considered. Box 85, BROADCASTING.

Announcer-newscaster, thoroughly experienced, reliable. Seeks congenial connection midwest station. Box 86, BROADCASTING.

College graduate qualified for continuity, news writing, receptionist. Box 87, BROADCASTING.

Hollywood announcer available. Network experienced. 7 years. Versatile, dependable. Wire Box 88, BROADCASTING.

Top radio news-writer can make your best announcer sound better. Newspaper, press association and continuity background; 35, married, 4F, best big city experience, prefers job news director influential outlet midwest or south. Box 89, BROADCASTING.

Chief engineer of 250 watt and Police FM, desires change to larger station. FM preferred. Available 30 days. 5 years AM, 1 year FM. Best references. Box 90, BROADCASTING.

Chief engineer—Radio broadcasting, communications. Ten years engineering experience. Specialist audio facilities. References. Box 96, BROADCASTING.

Permanent position wanted. Transmitter engineer fully experienced: operation, construction, installation, maintenance 5 kw stations. Available soon. Kindly state salary and work week. Box 98, BROADCASTING.

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Radio engineer about 12 years experience, in broadcasting, telephony, design and construction, and FCC practices. Would like to make a connection in any of these fields. Box 62, BROADCASTING.

Station manager—Metropolitan major network station interested in making change. Family man, 38 years of age. Successful and profitable operations experience. All correspondence treated confidential. Box 63, BROADCASTING.

Announcer-newscaster. Four years experience, proven record, news, ad lib, straight, 24 years old, draft exempt, permanent. Interested in your offer. Box 103, BROADCASTING.

All night or early morning man wants position with 5 or 50 kw. Two years experience with early morning shows. Can do news and straight announcing. Honor graduate of accredited college. Interested only in a permanent job where a dependable, hard working man may advance. Box 113, BROADCASTING.

Announcer—News. Energetic, dependable. Experience 3 years, including 10 kw. Draft exempt. Available immediately. Midwest preferred. Box 111, BROADCASTING.

Operator, 29, 1st phone, 2nd telegraph, married, 4F. Wants position with future. Go anywhere. Box 102, Berwyn, Illinois.

Desire managership new station. Have five years experience. Age 27, war veteran. Box 110, BROADCASTING.

Situations Wanted (Cont'd)

Sales or station manager of proven ability available. Well known to industry, advertising executives, and networks. Can handle local, national spot and network business. Salary open if opportunity and conditions are satisfactory. Box 99, BROADCASTING.

Wanted to Buy

In market for any broadcast equipment for 1 kw and 250 watt stations. Cash for whatever you have available. Box 91, BROADCASTING.

Wanted to buy—250 or 1000 watt broadcasting set up. Studio, transmitter, tower, etc., and all accessories. Give full details, description. Box 57, BROADCASTING.

Speech input, high fidelity, eight channels. Frequency monitor, turntables, six microphones, portable speech input, six amplifiers. Give make, model or specifications, condition, location, delivery dates, price for each. Box 61, BROADCASTING.

Wanted—Modulation and frequency monitors, RCA, Gates or Western Electric console for 250 watt station. Box 68, BROADCASTING.

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modulation monitors, three antenna coupling units, phasing equipment or parts to build such equipment. Will also purchase any available studio equipment. Box 93, BROADCASTING.

Wanted—1 kw transmitter with all available associated equipment. Cash. Furnish full description. Box 94, BROADCASTING.

Wanted to buy—1000 watt broadcasting equipment: transmitter, modulation and frequency monitors, towers, recorders, other studio accessories. Give details. All cash deal. Box 95, BROADCASTING.

Wanted—5 kw transmitter, three 300 foot towers, phasing equipment, and phase monitor. Give specifications and price in reply. Box 108, BROADCASTING.

Complete equipment for 250 watt installation, including tower of 150' or more. Cash available immediately. Write giving particulars. Radio Station WLAG, LaGrange, Georgia.

Will pay cash for coils and/or condensers. State rating and capacity of any available and price wanted. Box 97, BROADCASTING.

For Sale

Transmitter—250 watt complete transmitter with one set of tubes and some spares. FCC approved. Box 59, BROADCASTING.

For sale. Part interest regional station. Details on request. Box 100, BROADCASTING.

Vertical radiator, 200 ft. complete. Tubular construction. Will erect your location. Troy L. Banks, 628 S. Church, Visalia, Calif.

Miscellaneous

Will furnish equipment for radio station for interest. Box 26, BROADCASTING.

The SCHOOL *of* RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

Next

DAY and EVENING COURSES FEBRUARY 5

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Newscasting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

VETERANS accepted if qualified under G. I. Bill of Rights.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Net Income to Be Basis For BMB Rate

Ryan Heads Board; Feltis Begins NAB Tour

SUBSCRIPTION rates for membership in the Broadcast Measurement Bureau for the first two years will be based on station net income, Hugh M. Feltis, newly-elected BMB president, was to disclose Monday (Jan. 15) before NAB District 6 at the Peabody Hotel, Memphis, first of a series of NAB district meetings.

Net receipts, to be used for allocating subscription costs, are defined as billings based on gross rate for advertising service less time and advertising agency discounts, if any, and including net billings to the networks, Mr. Feltis was to explain. No member station will be required to state its actual volume but to name the class into which its volume falls based on 1944 income.

Rate $60—$7,200

Classifications range from $60 per year dues for stations of $15,000 or less income to $7,200 annually for those whose net incomes exceed $2,000,001. Four alternatives are offered for paying dues: (1) total two-year subscription fee in one payment by July 1945; (2) two payments, 1945 dues by July 1945 and 1946 dues by July 1946; (3) half-year 1945 payment by July 1945 and monthly payments thereafter.

Subscription contracts were to be submitted at the Memphis meeting, which was scheduled to open Monday morning and conclude this afternoon (Jan. 16). It is understood that the BMB, at the completion of its first study, will adjust the amount of subscriptions in accordance with station net circulation, ballot mentions, net sales or combination of other pertinent factors which the study may disclose. Any warranted increase as disclosed by the study, will not exceed 25%.

At the BMB Board's first annual meeting last Tuesday in New York finishing touches were added to the Bureau's plan which Mr Feltis is scheduled to explain at each of the NAB District meetings. At Tuesday's meeting the Board ratified action taken at an organization conference Dec. 15 [BROADCASTING, Dec. 18]. J. Harold Ryan NAB president, was formally elected chairman of the Board; Paul West, president of the Assn. of National Advertisers, was chosen first vice-chairman; Frederic R. Gamble, president of the American Assn. of Advertising Agencies, second vice-chairman; Roger W. Clipp, president of WFIL Philadelphia and chairman of the NAB Research Committee, secretary-treasurer.

At a news conference following the Board meeting, Mr. Feltis expressed the hope that "every station will send a representative qualified to act for it" to the forthcoming NAB District meetings. "The plan will be outlined in detail for we want every broadcaster to fully understand the objective which we are seeking and the methods by which we hope to accomplish it. We are going to lay our cards right out on the table and we are confident that the broadcasting industry will respond enthusiastically as have the advertisers and agencies."

Up to Broadcasters

Supplying headline "BMB Ready to Go as Soon as Stations Sign Up", Mr. Feltis said the preliminary steps had been taken and all that is necessary now to get the station circulation measurement study under way is for the stations to pledge the $1,000,000 the project will cost. Now that BMB has been organized, he said, it is up to the broadcasters to take the next step. When pledges have passed the $500,000 mark, and only then, he said, will BMB go into action, renting offices in New York, preparing mailing lists and making the other preparations necessary for the actual conduct of the survey.

Queried about operation of the BMB plan, Mr. Feltis said 1,000,000 ballots will be mailed to a carefully selected list, covering every county in the country and containing proportionate representation of families classed by income groups and type of community to assure a proper cross-section. Follow-ups will be used to secure a minimum of 50% return of the ballots from each county.

When returns are in and tabulated, he said, subscriber stations will receive a manual showing station coverage of all U. S. counties. Primary coverage, he said, has been defined as that area in which the station is mentioned as being heard at least once a week by 50% or more families; secondary, 25%-50%; tertiary, 10%-25%. Counties reporting less than 10% regular listening will not be credited to the station, he said.

In addition to this manual, Mr. Feltis explained, each subscriber station will also receive a coverage map copyrighted by BMB. Data from the manual and the map may be used by the subscriber station in its promotion and advertising, he said, adding that the Bureau will draw up a code of procedure for the stations to follow. Material will not be available to non-subscribers, he stated.

Asked what effect the BMB surveys, which are planned on a biennial basis, will have on the studies which have been made periodically by the major networks, he said that probably the networks will move into the qualitative field, leaving the purely quantitative circulation measurements to the BMB, whose method has been approved by the advertisers and agencies, who will share equally with the broadcasters the direction of the surveys. NBC's reports on "stations listened to most", he said, are studies of "popularity" and not of circulation.

Membership Complete

Board membership is now complete, Mr. Feltis said, with appointment of Melvin Brorby, vice-president of Needham, Louis & Brorby, Chicago, as the sixth representative of the AAAA. ANA and NAB had previously completed their appointments, so the Board now consists of 18 members, with Mr. Feltis still included in the NAB delegation until the next meeting of the NAB Board, when a successor can be named.

Following is the completed BMB Board membership:

NAB—Messrs. Ryan, Feltis, Clipp; Dr. Frank A. Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Robert T. Mason, WMRN Marion, O.

ANA—Mr. West; Joseph M. Allen, assistant vice-president and adv... ing manager, Bristol-Myers Co.; ... ert F. Elder, director of marke... search, Lever Bros. Co.; A. N. H... stadt, director of media, Proct... Gamble Co.; J. A. Miller, adver... director and sales promotion ma... Standard Oil Co. of New Jersey; ... ald B. Stetler, advertising dir... Standard Brands Inc.

AAAA—Mr. Gamble; Leona... Bush, vice-president, Compton ... Agency; Carlos Franco, head of ... tion relations, Young & Rub... Linnea T. Nelson, chief timebuy... Walter Thompson Co.; D. E. R... son, director of research, Ped... Ryan; Mr. Brorby.

Following is the classificatio... of stations for purposes of d... mining membership fees for ... first two years, length of the in... study:

Range of Income			
$ 0	to	$ 15,000	
15,001	to	36,000	
36,001	to	60,000	
60,001	to	80,000	
80,001	to	120,000	
120,001	to	160,000	
160,001	to	200,000	
200,001	to	300,000	
300,001	to	400,000	
400,001	to	500,000	
500,001	to	600,000	
600,001	to	700,000	
700,001	to	800,000	
800,001	to	900,000	
900,001	to	1,000,000	
1,000,001	to	1,500,000	
1,500,001	to	2,000,000	
2,000,001	to	4,000,000	

CBS Appoints Stan... As Dorrance Assist...

HOWARD STANLEY, sales ... motion manager of WTOP W... ington and press director for ... in the Capital, has been name... network h... quarters in ... York as assis... director of pr... tion for ... owned sta... under promo... director ... Dorrance.

Mr. Stanley

Prior to joi... WTOP in Au... 1943, Mr. Sta... was with WI... now owned by the *Washington P...* In 1938 Mr. Stanley was at WG... Portland, Me. as director of ... motion and publicity and in ... joined Mason-Dixon Network, L... caster, Pa., where he did news ... special events in addition to ... motion.

As a newspaper man, Mr. St... ley has worked for the *Atla... City Evening Union, Philadel... Bulletin* and *Boston Globe.*

CPs Granted Two

A NEW DEVELOPMENT... broadcast station and a new ... commercial educational sta... were granted by the FCC last w... The developmental station, aut... ized to WAPO Chattanooga, ... operate on an experimental b... only with 1,000 w. Frequen... will be assigned by the FCC e... engineer. The new educati... station, granted to the School ... trict of Kansas City, Mo., like... will operate on frequencies ... signed by the Commission w... power of 1,000 w.

Drawn for BROADCASTING by Sid Hix

She Sang a Nursery Rhyme...

and Revolutionized FOOD MERCHANDISING!

Back in 1932, Irene Wicker, The Singing Lady started advertising cereal to children, who do *not* buy cereals—but *eat* them. Another trail was blazed . . . and along that trail scores of children's radio programs have traveled, to create vastly expanded markets for a large category of food products.

IN THE *Distribution Decade,*

ADVERTISING MUST AGAIN *BLAZE NEW TRAILS!*

ALONG the highroad of America's industrial progress, many of the main milestones have been advertisements and advertising ideas that opened up whole new concepts of merchandising the products of industry.

Post-war . . . because expanded production and abundant manpower and capital will demand at least 40% consumption increase over pre-war levels . . . the distribution of merchandise to consumers will be the key factor in achieving national prosperity. Again—advertising must pace progress. As never before, advertising men face a responsibility and an opportunity to raise the world's highest standard of living to a new pre-eminence.

Your clients will look to you, in the Distribution Decade after V-Day, for accomplishments surpassing everything advertising has ever done. Alert advertising men are looking ahead . . . planning and preparing for that responsibility and that opportunity.

So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION